

MINNESOTA BROADCASTER

Minnesota Broadcasters Association, December 2022

Chair's Column

Merry Christmas!

It is hard for me to believe that 2022 is coming to a close. It has been an amazing year and one that I will never forget because of all our amazing members, vendors and partners.

As I reflect on being the MBA Chair for 2022, I am so proud of the accomplishments the association has made and I am confident that we are set to continue to excel and succeed well into the future.

This past August we gathered to take a look at how we are doing as an association and where we want to be in the next couple of years. We set goals to insure our viability moving forward and re-focused our pillars to strengthen our growing organization.

We re-introduced our Ascertainment Meetings and traveled the state to meet with members of our community that are working to make a difference. We continued with our Town Hall meetings to bring our members together with our PEP partners.

The Minnesota Broadcasters Hall of Fame is now back where it belongs with the MBA and I am excited for the partnership with the Pavek Museum.

We have launched the MBA PAC and I look forward to leading the charge in 2023 to strengthen the MBA voice with our legislators as we continue to advocate on behalf of our members all across Minnesota. The work that has been accomplished this past year, both on a local and Federal level, along with the FCC amazes me. Our voice is strong and respected and it is a privilege for me to witness it.

Our PEP partnerships are stronger than ever and I have enjoyed being a part of the process to grow our revenue and strengthen those relationships. Financially we are a stable and strong association, but I also recognize that this will always be a work in progress as we continue to find ways to support our mission and to serve our members.

It was important to me to travel the state and to engage with as many members as possible throughout the past year. To listen and to learn what is important to you as broadcasters. Each and every one of you are a valuable asset to our association!

I am looking forward to welcoming Todd Wentworth as your 2023 MBA Chair and to supporting him in any way I can. He is going to be a great chair and we are lucky to have him.

I want to thank Wendy and Tim for all of their hard work and for their willingness to put up with my crazy ideas. The memories that were created on our road-trips will last a lifetime.

Finally, thanks to all of our members for being amazing broadcasters and even better human beings. I wish you nothing but happiness and success in the year ahead.

Cheers!

Joe Johnston
2022 Chair, Minnesota Broadcasters Association



MBA OFFICERS

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

Vice-Chair: Todd Wentworth, General Manager, KBJR-TV, Gray Television (Duluth)

Secretary/Treasurer: Maynard Meyer, Co-owner/GM, Lac Qui Parle Broadcasting (Madison)

Immediate Past Chair: Chris Fee, Market Owner, Gopher Communications (Crookston)

BOARD OF DIRECTORS

Greg Alexander, Market President, iHeartMedia (Twin Cities)

Jim Birkemeyer, Owner, R&J Broadcasting Inc. (Ada, Aitkin, International Falls)

Jeff Hilborn, Market Manager, Hubbard Radio (Brainerd)

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

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

Mary Niemeyer, Market President, Chief Revenue Officer, Townsquare Media (Duluth)

Mark Ricci, General Manager, Paskvan Media (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

President's Column

Happy Holidays to You All!

The MBA's strength continues to lay in our membership and our dedicated Board of Directors. We have had an amazing year of activity, successes, and continuing focus. I have to thank our Board of Directors for their support and focus to continue to strengthen the Association so that we can continue to serve our members at the Federal and State levels, and throughout your organizations. We also thank our partners and stakeholders for their backing and assistance.

The MBA officers led by Joe Johnston as Chair, Todd Wentworth as Vice Chair and Maynard Meyer as Secretary Treasurer has set another high bar that we will strive to meet in 2023. My thanks to Joe for the commitment and care that he shows in his leadership and execution of initiatives (see page 3 for a snapshot). Next year will see new challenges, and I'm confident that our 2023 Directors and Officers with Chair Todd Wentworth—Gray Television, Duluth, Vice Chair Jim Birkemeyer—R&J Broadcasting Ada, Secretary Treasurer Maynard Meyer—KLQP, Madison and Past Chair Joe Johnston—Hubbard Broadcasting along with MBA's Director of Operations and Member Services—Tim Hyde, are ready and honored to be your advocates.

I am grateful to you and thankful for your membership and support!

Happy New Year and Thank YOU for an amazing 2022!

Wendy



Engage!

There are several ways to get involved with the MBA, including:

- 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's St. Paul Office



@Minnesota Broadcasters Assoc.

@MNBroadcasters

@Minnesota Broadcasters Association

@mnbroadcasters

MBA Welcomes New Board Members

The MBA is excited to welcome **Stephanie Hedrick** (Gray TV Rochester) and **Shelly Wilkes** (Cumulus Media Minneapolis/St. Paul) to the Board of Directors. Their terms will begin on January 1st.



Stephanie Hedrick



Shelly Wilkes

Congrats 2023 Incoming Officers!

Chair—Todd Wentworth, Gray Television

Vice Chair—Jim Birkemeyer, R&J Broadcasting, Inc.

Secretary/Treasurer—Maynard Meyer, KLQP

Immediate Past Chair—Joe Johnston, Hubbard Broadcasting

Off the Record Returns in January

The MBA is hosting Off the Record: A Media Panel for Legislators and Legislative Staff on Working with the Capitol Press Corps. **Tom Hauser** (KSTP-TV) will moderate a panel with **Blois Olson** (WCCO-AM and Fluence Media) and **Bill Werner** (MNN). This is the second year of Off the Record with the goal of helping legislators and their staff learn how to work with the media. The event will take place at the Rathskeller in St. Paul on January 31st. Off the Record is sponsored by **Winthrop & Weinstine**.

MBA State Political Action Committee

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](#).

Minnesota Joint-Filing Comments to FCC

On November 25th, the MBA and 50 states filed joint comments to the FCC to modernize regulatory fees as the current fee assessment structure fails to reflect the functions of the FCC or the benefits received by FCC fee payors.

Love Your Local Broadcaster Day

MBA's Day at the Capitol in St. Paul is set for **February 14th** with the theme of, "Love Your Local Broadcaster." Meetings will be setup with lawmakers to discuss issues important to broadcasters. If you are interested in being a part of "Love Your Local Broadcaster Day at the Capitol," please contact, [Wendy Paulson](#).

State Leadership Conference

The MBA will be taking a group of members to Washington DC for the State Leadership Conference on February 27-March 1. MBA Members attending include, **Chris Fee** (Gopher Communications), **Jim Birkemeyer** (R&J Broadcasting, Inc.), **Joe Johnston** (Hubbard Broadcasting), **Todd Wentworth** (Gray TV), **Stephanie Hedrick** (Gray TV), **Armando Quintero** (Santamaria Broadcasting), **Mary Niemeyer** (Townsquare Media), **Ava LaRue** (Q-Media Group), **Greg Alexander** (iHeartMedia), and **Nic Anderson** (Salem Media Group).

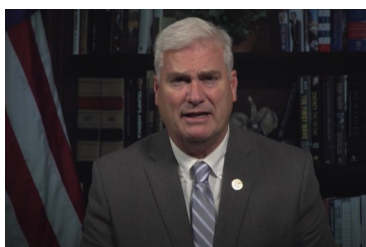


Throwback to the 2022 Annual Meeting

Senator Amy Klobuchar, **Representative Tom Emmer** and **Governor Tim Walz** sent shout-outs to Minnesota's Broadcasters at the 2022 MBA Annual Meeting in Brainerd. Take a look at them below.



Senator Amy Klobuchar



Representative Tom Emmer



Governor Tim Walz

It was a privilege to serve our members and the industry throughout 2022. Below is a brief overview of just some of the advocacy and services highlights from the past year.

2022 Advocacy Highlights

- Led a group of MBA Members representing 55 stations in meetings on Capitol Hill with Minnesota's Senators and Representatives.
- Engaged the Broadcasters Caucus to author a letter with Congressional support, to FCC Chairwoman Rosenworcel opposing FCC Regulatory Fee increases.
- Engaged in one-on-one meetings with FCC Commissioners to discuss our opposition of the proposed regulation fee increase.
- Succeeded in having the proposed 2022 FCC Regulatory Fees decreased.
- Hosted a group of MBA leaders representing 39 stations at the St. Paul Capitol to discuss issues with state lawmakers; Sports Betting, Unemployment Trust Fund and Court Document Fees.
- Advocated to have broadcasters included in Minnesota's frontline worker bonus pay.
- Worked to address concerns, and gain courtroom access to preserve the rights to free speech and access to information.
- Took a mid-year trip to Capitol Hill to check-in and engage with lawmakers on issues impacting broadcasters.
- Advised the MN IPAWS committee to ensure public safety efforts set forth by FCC and FEMA are followed in Minnesota.

2022 Services Highlights

- Provided a two-day Annual Meeting that included discussions on the connected vehicle, sales, advocacy, digital, economics, and more.
- MBA Member access to legal hotline attorneys David Oxenford and Mark Anfinson to answer questions about political advertising, first amendment, EEO, and political files.
- Offered 11 free webinars with topics focused on sales, recruitment, management, engineering, content and political ad strategies.
- Hosted a one-day sales training day with presentations focused on the economy, digital and selling like a champion.
- Assisted members with recruitment efforts by hosting 2 virtual recruitment fairs, posting job openings in the MBA Job Bank and promoting job openings in MBA Communications.
- Awarded three MBA Scholarships to High School Seniors that are pursuing an education in a broadcast related field of study.
- Hosted 3 Ascertainment Meetings that took place in markets around the state which highlighted community organizations.
- Presented free webinars with topics on mental health in newsrooms, cybersecurity, video streaming and more.
- Partnered with Pavek Museum on the Minnesota Broadcasters Hall of Fame for the MBA to assume operation of the induction process and ceremony event.

Minnesota Broadcasters Association Annual Meeting

Broadcasters gathered in Brainerd, MN at Madden's on Gull Lake October 10-12 for the 2022 Minnesota Broadcasters Association Annual Meeting. Below are just a few highlights from the annual event.



MBA Vice Chair **Todd Wentworth** presents MBA Chair **Joe Johnston** with an award of appreciation.



Maya Santamaria and **Armando Quintero** (Santamaria Broadcasting) and **Rhonda Lavelle** (KAAL-TV) pack Matter boxes with MBA President **Wendy Paulson**. Matter Boxes were delivered to a Brainerd. area food shelf.



MBA Board Chair, **Joe Johnston** with **Angela Mergen** and **Adam Reisetter** who are recipients of the 2022 MBA Scholarship.



Col. Rossman of the MN National Guard presents **R.J. Linder** (Lakeland Broadcasting) with an award of appreciation for airing the NCSA/ PEP Campaign spots.



Keynote Speaker **Gordon Borrell** takes us to the year 2032 and talks about what the broadcasting landscape will look like.



MBA Board Member, **Mary Niemeyer** (Townsquare Media Duluth) speaks with representatives from the auto, hospitality and retail industries.



Keynote Speaker, **Erik Therwanger** speaks about, "Selling Like a Champion."



Members of MBA's Annual Meeting Planning Committee show off their buffalo plaid.

Save The Date: 2023 MBA Annual Meeting, October 2-4, 2023, St. Paul, Minnesota

Thank you to the 2022 MBA Annual Meeting Sponsors!



Member Services Update

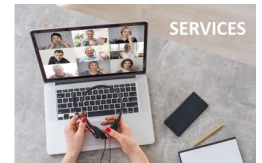
As we enter a new year, I look forward to speaking with our members to see if there are new services that we can offer to you and your teams. I also look forward to building out our Services Committee to bring some of these ideas to the table. If you or anyone on your team are interested in joining our Services Committee, please reach out to me.

One of my favorite aspects about the broadcast industry is seeing the impact your stations have in your communities. The MBA wants to learn more about how your stations are supporting the community. From producing radiothons and telethons to supporting the walk/run that benefitted a local organization, to being the trusted voice during severe weather, flooding and winter storms. You have all played an integral role in your community. These stories are important to share with our lawmakers throughout the year. For examples, please see our Broadcasters Strengthen Local Communities page on our website [here](#).

We appreciate your continued support of MBA's NCSA PEP Campaigns including those with the **Minnesota Army National Guard, Explore Minnesota Tourism, Mental Health Minnesota** and **Hazelden Betty Ford**. By donating your broadcast inventory to these campaigns, we are able to offer FREE services like P1 Learning, access to MBA's Legal Hotline Attorneys David Oxenford and Mark Anfinson, educational webinars and more. Thank you for your membership and support of the MBA!



Tim Hyde
MBA
Director of
Operations &
Member
Services



Rising Above — Save Your Seat Today!

January 25—January 26, 2023

The MBA is thrilled to partner with Speed Marriott from P1 Learning and Derron Steenbergen from Swagger Institute to provide members with a day and a half summit focused on management and sales training. Rising Above will have trainers you know and love and those that you will want to know providing insight that will motivate you in 2023. Registration is **free** for MBA Members. The agenda on January 25th will have topics for leaders and managers with the agenda on January 26th focused on topics for all leaders, managers, sellers and other station staff. [Register today!](#)



Third Thursday Webinar Series

In 2023, the MBA will continue offering the **Third Thursday Webinar Series** **free** to MBA Members. Registration and more details about each webinar are being finalized. Below is an overview of dates and some of the topics that will be discussed.

January 19th	The Opportunities Ahead—A Broadcast Veterans View of the Future
February 16th	ATSC 3.0—Where it Stands and Where it's Going in 2023 and Beyond
March 16th	Expecting Your Client's Reach While Growing Your Station's Share
April 20th	Topic TBA
May 18th	Engineering focus. Topic TBA
June 15th	7 Traits That Supercharge Social Media Engagement & Help Others Feel A Part of Something
July 20th	News Leadership Workshop
August 17th	Create Value and Urgency by Uncovering the Whole P.I.E.
September 21st	Topic TBA
October 19th	Women in Leadership: Building a Diversified Broadcast Team
November 16th	A Look Ahead at the 2024 Elections and Issues



2023 MBA Member Dues Reminder

2023 MBA Membership Dues letters and invoices were sent out to membership in Mid-November. Each year, the MBA Board of Directors reviews funding requirements and adjusts annual membership dues accordingly. As announced at the MBA Annual Meeting held October 11, 2022, the Board voted to keep annual membership dues flat in 2023 which reflects 2019, 2020, 2021 and 2022 membership dues. These annual dues fund critical advocacy efforts at both the state and federal level to protect the interests of Minnesota broadcasters.

Gross Revenue	2023 Annual Dues
<\$500,000	\$175.00
\$500,000-\$999,999	\$225.00
\$1,000,000-\$1,999,999	\$450.00
\$2,000,000-\$3,999,999	\$900.00
\$4,000,000-\$5,999,999	\$1,500.00
\$6,000,000-\$7,999,999	\$2,250.00
\$8,000,000-\$11,999,999	\$3,000.00
\$12,000,000-\$15,999,999	\$4,250.00
\$16,000,000-\$19,999,999	\$5,500.00
\$20,000,000+	\$7,500.00

Annual membership dues for 2023 are based on 2022 gross revenue by ownership group by market. In other words, revenue for all commonly owned or LMA'd stations in the same market should be used to compute dues owed for that market. Ownership groups with stations in multiple markets should pay dues for each market. The 2023 Annual Dues reflect 2019, 2020, 2021, 2022. For computing dues:

- Gross Revenue is defined as revenue from all broadcast spot sales. This excludes revenue from political advertising, production, retransmission and digital advertising.
- Non-Commercial Gross Revenue is defined as revenue from underwriting sponsorships.
- A market is defined as DMA (for TV) and Nielsen Audio measured market (radio). Owners of radio stations in non-measured markets should sum revenue for all such commonly owned stations in the state of Minnesota to compute their dues.
- Dues for radio and TV are to be computed and paid separately.

2023 Required Monthly Test Dates EAS Plan

Day Time 1:44 p.m.

January 4

March 1

May 3

July 5

September 6

November 1

Night Time 10:44 p.m.

February 1

April 5

June 7

August 2

October 4

December 6

The FCC approved the Minnesota Statewide 2021 EAS Plan. 2022 will need to be reviewed and approved by the FCC. Until that time, please align with the 2021 EAS Plan. It can be accessed [here](#).



ABIP Inspections Scheduled to Begin Mid-April 2023!

Please plan to participate in the 2023 FCC Alternative Inspection program. Your voluntary participation in this program is the best insurance you 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, FCC online public file inspections or in response to a specific complaint about the station's operations). These inspections can also identify potential issues.

Experienced engineers will inspect Minnesota stations after April 16, 2023.

MBA Member rates for 2023 are flat from 2020 and are as follows:

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

[Access the ABIP Form.](#)

LEARN MORE ABOUT THE ABIP PROGRAM WITH THIS WEBINAR RECORDING

["EAS Requirements and What Your Entire Staff Should Know About the Alternative Broadcast Inspection Program \(ABIP\)"](#)

MBA and Mentoring Women in Radio Mentorship Program Update

Over the past six months, MBA President, Wendy Paulson has led a pilot project with Mentoring and Inspiring Women in Radio to mentor Ava LaRue of Q-Media Group in Red Wing. We reached out to Ava to share the impact of the mentorship program on her thus far.



"My name is Ava Lynn LaRue, Operations Manager for Q-Media Group LLC., Red Wing, and the first MBA and MIW Mentee! The goal of this mentorship program is to help women in radio with the aspirations for advancement in management roles. At the beginning of my mentorship, I was asked what I believed to be areas of the business that I could use assistance to become a General Manager. Over the past six months, I have had the pleasure of working closely with Minnesota Broadcasters Association President, Wendy Paulson. With her help, along with Ruth Presslaff and Erica Farber of the MIW, I have been in connection with other women all across the country with many different roles within radio broadcasting. From General Managers to Sales Managers and Market Managers—I have had direct access to women with decades of experience. These are valuable connections I can use throughout my career, even when the mentorship comes to a close.

I will also have the rare opportunity to accompany the MBA to the NAB State Leadership Conference in DC at the end of February. I will be able to experience advocating on behalf of the industry, along with meeting Minnesota state leaders who directly impact the future of radio. The amount of gratitude I have for the entire mentorship experience with the MBA and MIW is immeasurable. I am very fortunate and blessed by the opportunity, and for the relationships I have built. Thank you, Wendy, Ruth, Erica, and everyone within the MBA and MIW!"

MSHSL State Tournament Media Forums

The **Minnesota State High School League** will host an online Media Forum for each season to assist media organizations in planning for their state tournament coverage. Registration links for these virtual sessions will be distributed at a later date. Save the dates and time for these forums which are scheduled for 11:00 a.m. on **Wednesday, February 8, 2023** and **Wednesday, May 17, 2023**.



MBA Job Bank

Master Control Operator

WDIO-TV in Duluth is seeking a Master Control Operator to join their team. For more details, [click here](#).

On-Air Personality/Sports Play-by-Play Announcer

Community First Broadcasting in Jackson is seeking an On-Air Personality/Sports Play-by-Play Announcer to join their team. For more details, [click here](#).

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

Ten-Minute Trainer

"Speed & Swagger: Ten-Minute Trainer" from P1 Learning and Swagger Institute is a weekly training show designed to keep you up to date on the tips and trends in the industry as well as answer your most challenging real-world questions. Each show will be fun, full of insight, and roughly 10 minutes. [Watch](#) the latest episode.



P1 Learning Blog

Advertising in a Down Economy

By: Bryan Marriott, P1 Learning
Rising interest rates, spiking fuel prices, war in Ukraine, supply chain issues. Yes, some of us, including our clients, are getting nervous about the constant barrage of bad news—while others look at what's happening in their own region as an economic upswing. Gas prices are up, wheat prices are up...hey, what's the problem? [Read more](#).



If you don't have a P1 Learning account, reach out to [Tim Hyde](#) for details and to sign up.

MBA Scholarship Application Opens on March 1st

On March 1st, The Minnesota Broadcasters Association will be opening up its application period for High School Seniors to apply for scholarship funds. The application period will run through April 30th, 2023. Minnesota High School Seniors that are pursuing an education in a broadcast related field of study are eligible to apply. Catch up with some of our past scholarship recipients; **Josh Boyko**, **Angela Mergen** and **Adam Reisetter** below.



Josh Boyko

"I have learned so much about the broadcasting industry since enrolling at Minnesota State University Moorhead. Their Campus News program has given me the opportunity to do reporting, editing, and photography that all air on TV. I've also had the opportunity to call North Dakota state level baseball games Eastern Dakota Conference Basketball playoffs, and both Minnesota and North Dakota Volleyball. I'm looking forward to what the future has in store for my broadcasting future!"



Angela Mergen

"Since receiving the MBA Scholarship I have transitioned to Trinity Bible College and Graduate School in North Dakota to continue my endeavors in communications. Alongside attaining a double major in Marketing & Communications and Biblical Studies, I am a member of a traveling and discipleship program called Pack Your Bags. Travel has broadened my worldview and discipleship has increased my intentionality in serving others. I am already applying both to service in communications—simply telling others' stories! Thanks to the MBA for aiding me to these opportunities! Merry Christmas and Happy New Year!"



Adam Reisetter

"I am Adam (AJ) Reisetter and I am currently a freshman at the University of Iowa studying Journalism and Mass Communications and Sports and Recreation Management. In high school, I co-hosted the Raider Wrap on KYMN 95.1 in Northfield. I interviewed athletes and called numerous sporting events including football, hockey, basketball, baseball, softball, lacrosse, volleyball, ultimate frisbee and more. At the University of Iowa, I am a sports reporter for the Daily Iowan TV where I anchor, write stories, and produce packages for live shows. I also call football, basketball, and wrestling matches for the student radio station KRUI. I am also working for Big Ten Plus Student U. Right now I help run the tech side of our sports broadcasts by running cameras, using the replay machine, and creating graphics for live events. I also have an internship with the Iowa Heartlanders broadcast and communications team where I write intermission and post-game reports with play-by-play announcer David Fine. I just wrapped up my first semester at Iowa and am looking forward to continuing to grow as a broadcaster at the University of Iowa for the next 3.5 years."
Check out a video recap of his first semester [here](#).



De La Hunt Media Celebrates 60th Anniversary

On December 2nd, **De La Hunt Media** celebrated their 60th anniversary with a ribbon cutting and open house at their studios in Park Rapids, MN. Check out a few photos from the celebration below. Photo credit: Bernie Schumacher and Patti Ryan of Piks Clicks & Fabulous Funtography.



De La Hunt Media



Butch, Tammy, Carol and Ed De La Hunt.



Ed De La Hunt on-air during 60th Anniversary Celebration.



Current and former staff came to celebrate 60 years.



60th Anniversary Cake.

KSTP-FM Wins NAB Marconi Radio Award

Congratulations to **KSTP-FM** (Hubbard Radio) on winning the **NAB Marconi Radio Award** for AC Station of the Year! The winners were announced in New York at the NAB Show on October 19th. The NAB Marconi Radio Awards recognize individuals and stations for excellence in radio.



Minnesota Broadcasters Hall of Fame

Nominations are being accepted through **December 31, 2022** for the Minnesota Broadcasters Hall of Fame. The Minnesota Broadcasters Hall of Fame honors distinguished achievements in the broadcast industry.

Important Dates

November 1, 2022—December 31 2022—Nomination Period

Spring 2023—2023 Inductees announced at Pavek Museum

October 3, 2023—Minnesota Broadcasters Hall of Fame Induction Ceremony



[Nomination Form](#)

MBA Offering Scholarships to Attend NAB Show

We are excited to announce two MBA Scholarships that will be awarded to attend the 2023 NAB Show. One person from Radio and one person from TV will win \$2,500 to attend the NAB Show which takes place April 15th—19th in Las Vegas! To register and for more information, please see the criteria, [here](#).



Broadcasters Foundation of America

The mission of the Broadcasters Foundation of America is to improve the quality of life and maintain the personal dignity of men and women in the radio and television broadcast profession who find themselves in acute financial need due to a critical illness, accident, advanced age or other serious misfortune. [Learn more](#) and consider a donation today.



NCSA PEP Program Updates



NATIONALGUARD.COM/MN

Minnesota Army National Guard

The MBA anticipates that new flight dates will be shared with MBA Members in early January for the NCSA PEP Campaign with the Minnesota Army National Guard.



Hazelden Betty Ford

The flight for Hazelden Betty Ford for Radio continues through January 1, 2023. More information and a :30 radio spot can be downloaded [here](#).



Explore Minnesota Tourism

Radio and TV flights for Explore Minnesota Tourism will begin again in 2023. More information will be provided to members soon.



Mental Health Minnesota

The flight for Mental Health Minnesota for Radio runs through December 31, 2022. More information and two :30 radio spots can be downloaded [here](#).

Explore Minnesota Website Add-On

Add Explore Minnesota listings to your website. Leverage the power of Explore Minnesota's tourism database to provide your web visitors with a [fully custom feed](#) of nearby lodging options, things to do or upcoming events. It is 100% free to build into your website. The website add-on is also a revenue opportunity for MBA Members.



Beyond the Yellow Ribbon embarks on new chapter, looks to future

Minnesota's Beyond the Yellow Ribbon program, known as BTYR, had a busy year in 2022, filled with events, activities, a new team, and plans for the future. Through its community and corporate partnerships, BTYR provides military veterans, service members, and their families in all branches a wide range of support, including deployment readiness, family assistance and resources, youth programs, educational and career opportunities, and more. The community and corporate partnerships work together to raise awareness, recognize, celebrate, and meet the needs of Minnesota's military community. [Read more](#).



NATIONALGUARD.COM/MN

Ascertainment Meeting—Rochester Recap

On November 16th, staff from **Gray Television Rochester, iHeartMedia Rochester, Hubbard Broadcasting and Q-Media Group Red Wing** gathered together at **KTTC-TV** in Rochester for the third in a series of Ascertainment Meetings. Representatives from Rochester Schools, Recovery is Happening, Minnesota Army National Guard, Catholic Charities of Southern Minnesota, SE Service Cooperative and Rochester Police, spoke to MBA Members about their mission, programs and impacts they are making in the community. Look for more Ascertainment Meetings to take place in 2023.



Representatives from **Gray TV, iHeartMedia Rochester, Hubbard Broadcasting and Q-Media Group Red Wing**.



Dr. Kent Pekel from Rochester Public Schools.



Katie Hendrickson from SE Service Cooperative.



SFC David and SSC Gartner from Minnesota Army National Guard



Jean Stoplestad and Christi Reynard from Catholic Charities of Southern Minnesota.

MBA Legal Hotline Attorneys

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



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



Mark Anfinson
First Amendment and Media Law
Attorney

Advertising Opportunities in 2023 Legislative Proposals?

By: Mark Anfinson

The 2023 Minnesota Legislature will convene on January 3, and there are at least two major proposals that could be seriously considered at the Capitol next year which, if adopted, would likely create some significant new sources of broadcast advertising revenue—namely, the legalization of recreational marijuana use and of sports betting. The prospects for both of these items are uncertain. But because in 2023 the DFL will control both sides of the Legislature as well as the Governor's office, there's going to be a new dynamic in play, and that may produce some new opportunities for these proposals.

Legalization of Marijuana. During the 2022 legislative session, House DFLers introduced a bill that would have, among many other things, legalized the sale and use of marijuana in Minnesota for adult recreational purposes, similar to what a number of other states have done.

The bill – House file 600 – didn't cross the finish line, mainly since the Senate was controlled by the Republicans, who weren't about to approve legalizing pot. HF 600 then expired with the end of the 2022 legislative session. But something similar will likely appear in 2023, and of course the obstacle presented by a Republican-controlled Senate has been removed.

There's now a sense that a majority of DFLers in the new Legislature could be willing to seriously consider approving the sale and recreational use of marijuana. If that were to happen, and if Gov. Walz was okay with the legislation (which seems likely), then retail outlets selling marijuana would spring up throughout the state. Those outlets would in turn certainly seek to advertise their products, creating a potentially substantial new source of advertising revenue.

Even if this happens though, there would still be some issues for broadcasters.

First, it's likely that any legislation would seek to impose a variety of advertising restrictions on retail marijuana sellers. HF 600 from the 2022 Legislature did this, although the restrictions weren't especially onerous—they were mostly similar to the kinds of limitations that currently exist with respect to advertising for the sale of alcoholic beverages. But this doesn't mean that the 2023 Legislature would approach marijuana advertising in the same way.

The second issue is due to the fact that federal law still prohibits the sale and use of pot. For good reason, licensed broadcasters generally avoid carrying advertising for illegal products. However, President Biden has recently suggested that the federal government might reconsider its classification of marijuana under the Controlled Substances Act, which could alter the legality equation. Yet that hasn't happened yet, and until and if it does, the legalization of marijuana in Minnesota would present some challenges for broadcast advertising.

Authorizing Sports Betting. The prospects that the 2023 Minnesota Legislature might authorize sports betting in the state, and with it create another significant stream of advertising revenue for broadcasters, aren't as good as the possibility that recreational pot will be legalized.

But as sports betting around the country becomes increasingly popular, and as more states make it legal, the pressure on Minnesota to join the movement does ratchet up. It's therefore not impossible that legislators could come up with a formula for legalization in Minnesota that would be acceptable to the many different parties having an interest in the issue. Should that happen, the enactment of authorizing legislation would—as with the legalization of marijuana—be considerably more likely because the DFL will control both houses of the Legislature and the Governor's office.

The upcoming session is the biennial long session, lasting until mid-May, so there will be plenty of time for legislators to explore both the legalization of marijuana and of sports betting.

Broadcasters Strengthen Local Communities #WeAreBroadcasters



Townsquare Media in Rochester and Preston is supporting the vision and mission of Hiawatha Homes and their Festival of Trees Campaign. The Festival of Trees campaign raises money for Hiawatha Homes which supports 120 children and adults in Olmsted County with developmental disabilities, physical needs, brain injury, specialized medical needs, Autism Spectrum Disorder, and emotional behavioral health needs.

KSTP-FM in Minneapolis/St. Paul hosted their annual KS95 for Kids Radiothon at Mall of America and raised over \$1 Million Dollars! Funds are donated to University of Minnesota Masonic Children's Hospital and Gillette Children's Hospital in the Twin Cities.



Q-Media Group LLC in Red Wing hosted their annual food drive, "Project Food Shelf" to benefit the Red Wing Area Food Shelf. The two-day event took in 1,766 pounds of food and \$864 in cash donations to support those in the Red Wing community.

KSTP-TV in Minneapolis/St. Paul partnered with Salvation Army Northern Division for their Stuff the Sleigh Campaign. This will enable Salvation Army to distribute gifts to children of all age groups during the holiday season. Final totals of toys and monetary donations are still being tallied at the time of this writing.



R&J Broadcasting and its stations in Brainerd and Aitkin just wrapped up their 12 Homes of Christmas initiative with Access North. 12 families that are struggling with various issues were adopted for the Holiday Season. R&J Broadcasting listeners and small businesses in the community helped to fulfill wish lists for these families to make their Holiday Season brighter.

Leighton Broadcasting's Stations KXRA-AM, KXRA-FM and KXRZ-FM in Alexandria produce a show called, "Open Line" which allows community organizations, non-profits and community leaders to talk about upcoming events, fundraisers and much more. "Open Line" is considered to be the place to be if you want to learn about what is happening in the Alexandria Lakes Area.



The 16 **Hubbard Radio** stations in Alexandria, Bemidji, Brainerd and Wadena raised over \$202,000 during their annual Radiothon to End Child Abuse which was a new record! Stations worked with Family Wise Services and Child Abuse Prevention Councils in the communities that they serve to raise funds and awareness.

Send your [community stories](#) to [Tim Hyde](#) or tag Minnesota Broadcasters Association on social media with #WeAreBroadcasters

