

MINNESOTA BROADCASTER

Minnesota Broadcasters Association, Winter 2023

Chair's Column-Todd Wentworth

During our December Board of Directors meeting, board member Mary Niemeyer (Townsquare Media) told us that she was celebrating her 40th year in the broadcast industry. I celebrated the same milestone in October. We were both bested by Maynard Meyer (KLQP-FM), who has ten years on us, celebrating 50 years in the business! If you're "long in the tooth" like the three of us, you've likely seen a great deal of change. Board Member Stephanie Hedrick (Gray Television -Rochester) heads our Leadership Committee. During each meeting, Stephanie does a "deep dive" on a fellow board member, helping each of us to learn more about our colleague. In December, Andrew DeVall (Leighton Broadcasting) was in the spotlight. Andrew reminisced about his start in the business and the fact that the little radio station that he first worked at had such an impact on the community that it served. Other board members added color to the story. Mispronounce a high school athlete's name, the name of someone who recently passed during obituary announcements or who was recently married and listeners are quick to call in and correct you. Bob Leighton shared a story about a client that promoted a giveaway for a free can of paint. This client was a "doubting Thomas" questioning whether anyone would respond to his offer. A couple of days into the promotion, he called into the station and pled "enough already."



Broadcasting is still relevant. It still impacts lives, and it still moves product off the retail shelves.

The television industry is experiencing their own unique changes. The man that hired me 40 years ago told me upon accepting the job that there will be a day when the relationship with networks and their affiliates will change. He went on to say that homeowners will have a device on their rooftops the size of a "coffee can" that will allow them to get their television programming directly from New York or Burbank. The device he spoke of was the satellite dish. In retrospect, my mentor got the storyline right, he just miscalculated the technology.

Part II of what my first boss got right has stuck with me for 40 years. In the end, what will matter is the local content that each of us produce. Television stations across the country are now more than ever getting into the content business. High priced syndicated programming that generated little meaningful audiences are being replaced with locally produced programs that quite frankly are just better. In September, my station added *Northern Life*. I do not recall a television program generating so much viewer response as our locally produced program.

This rambling of mine leads to something that I want to remind each of you and hopefully in return, you remind your staff. Despite all the changes that our industry has been through, broadcasting is still relevant and local content matters.

This is my final Chair's Column as your soon to be Past Chair. It has been a rewarding and humbling position this past year. At our December Board Meeting, we said goodbye to longtime board members Mary Niemeyer, Maynard Meyer and Andrew DeVall. These three are dedicated broadcasters and board members. More importantly, they are just good people to call colleagues and friends! I could say that about everyone I've met through my association with the MBA.

Continued on page 3.

President's Column-Wendy Paulson

Happy Holidays!

We are so grateful for your support and membership this year. From advancing the AM Radio for Every Vehicle Act (Page 3), to the launch of NextGen TV (Page 2), to the Minnesota Broadcasters Hall of Fame (Page 4) and everything in-between, we've all had a busy year of collaboration and forward movement! This next year will have new opportunities for our members including the Heartland Media Conference, a reimbursement program for member stations with paid internships, and more to come. We'll be saying goodbye to two of our original Board of Directors Maynard Meyer and Mary Niemeyer who have completed the maximum service on the board, and welcome two new board members with Mim Davey and R.J. Linder (Page 3). My thanks to Todd Wentworth for his tremendous service as our Chair and welcome to Jim Birkemeyer as our 2024 Chair! The MBA's strength continues to lay in our membership, industry stakeholders, and our dedicated Board of Directors. On behalf of the MBA, and our Board of Directors, we thank you for your support and are honored to be your advocates!

Remember, if your station is a member of the MBA that means you are an MBA Member and you can take advantage of the services that we offer throughout the year.

Happy New Year and Thank YOU for an amazing 2023!

Thank you for your membership!

Wendy



Engage!

There are several ways to get involved with the MBA:

- Join a committee
- Participate in Advocacy Outreach
- Attend Webinars and Conferences
- Use the Services
- Participate in the PEP/NCSA Program
- Call or stop by the MBA Office



MBA OFFICERS

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

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

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

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

BOARD OF DIRECTORS

Greg Alexander, Market President, iHeartMedia (Twin Cities)

Andrew DeVall, President, Q-Media Group (Pine City, Red Wing)

Chris Fee, Owner, Gopher Communications (Crookston)

Stephanie Hedrick, VP/General Manager, KTTC-TV, Gray Television (Rochester)

Jeff Hilborn, Market Manager, Hubbard Radio (Brainerd)

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

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

Mary Niemeyer, Vice President, Townsquare Media (Duluth, Faribault, Owatonna, Rochester, Preston)

Mark Ricci, General Manager, Paskvan Media (Bemidji)

Kristi Westrem, Vice President/Market Manager, Midwest Communications (Hibbing)

Shelly Wilkes, VP/Market Manager, Cumulus Media (Twin Cities)

MBA STAFF

Wendy Paulson, President

wendy.paulson@minnesotabroadcasters.com

Tim Hyde, Director of Operations & Member Services
tim.hyde@minnesotabroadcasters.com



Year in Review

It was a privilege to serve our members and the industry throughout 2023. Below is a brief overview of just some of the advocacy and services highlights from the past year.

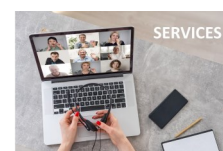
Advocacy - Year in Review



- ◆ Led a group of MBA Members representing 62 stations in meetings on Capitol Hill with Minnesota's Senators and Representatives.
- ◆ Worked with the NAB, NASBA and FCC to reduce FCC regulatory fees for broadcasters.
- ◆ Led a group of MBA Members to Capitol Hill in June to advocate for the AM Radio for Every Vehicle Act and to discuss vMVPD's with Minnesota's lawmakers.
- ◆ Hosted a group of MBA Members representing 67 stations at the State Capitol in St. Paul for Love Your Local Broadcaster Day to discuss issues with lawmakers including Paid Family Leave, Sports Betting, Transparency Issues and Court Document Fees.
- ◆ Advised the MN IPAWS Committee to ensure public safety efforts set forth by FCC and FEMA are followed in Minnesota.
- ◆ Co-chaired the Radio's Road to the Future Conference with the National Alliance of State Broadcasters Association in Washington DC.
- ◆ Met with FCC Commissioner Anna Gomez to talk about the role of the local broadcaster.
- ◆ Worked to address concerns and gain courtroom access to preserve the rights to free speech and access to information.
- ◆ Participated in the Minneapolis launch event for NextGenTV at the Hubbard School of Journalism at the University of Minnesota.
- ◆ And much, much more!



Services - Year in Review



- ◆ Provided a two-day Annual Conference that included discussions on NextGenTV, sales, advocacy, content, recruitment and more.
- ◆ Hosted Ascertainment Meetings in markets around the state which community partners were invited to engage with broadcasters in that market and surrounding areas.
- ◆ Participated in recruitment events like Career Connect Day and the Minnesota High School Press Association Awards and Conference.
- ◆ Gathered TV General Managers together for discussions and presentations on ATSC 3.0 NextGenTV, Workplace Safety, Engineering Recruitment and Advocacy.
- ◆ Offered 26 webinars with topics on sales, EEO, cybersecurity, employment law, digital, political broadcasting and much more.
- ◆ 200+ MBA Member stations participated in the Alternative Broadcast Inspection Program (ABIP).
- ◆ And much, much more!



Welcome to Incoming Board Members

The MBA is excited to welcome **Marian Davey** (FOX Television Twin Cities) and **R.J. Linder** (Lakeland Broadcasting Willmar) to the MBA's Board of Directors. Their terms begin on January 1st.



Marian Davey



R.J. Linder

Congrats Incoming Officer



Chair - Jim Birkemeyer (R&J Broadcasting)



Vice Chair - Shelly Wilkes (Cumulus)



Secretary/Treasurer - Greg Alexander
(iHeartMedia)



Immediate Past Chair - Todd Wentworth
(Gray TV)

Love Your Local Broadcaster Day

MBA Members will return to the State Capitol on **Wednesday, February 14th** for **Love Your Local Broadcaster Day** at the Capitol. If you are interested in participating in this important day of advocacy with our lawmakers, reach out to [Wendy Paulson](#).

State Leadership Conference

The MBA will be taking a group of members to Washington DC for the State Leadership Conference, **March 5th-March 6th, 2024**. MBA Members attending include: **Jim Birkemeyer, Joe Johnston, Todd Wentworth, Stephanie Hedrick, Shelly Wilkes, Greg Alexander, Mary Niemeyer** along with the MBA's **Wendy Paulson** and **Tim Hyde**. More details about State Leadership Conference will be announced soon.

AM Radio for Every Vehicle Act

The **AM Radio for Every Vehicle Act** would keep AM radio as a standard feature in all vehicles. This legislation is vital to public safety and to the tens of millions of Americans who depend on AM radio. Thank you to **Rep. Brad Finstad** (MN-01), **Rep. Michele Fischbach** (MN-07), **Rep. Angie Craig** (MN-02), **Rep. Betty McCollum** (MN-04) and **Rep. Pete Stauber** (MN-08) for co-sponsoring the AM Radio for Every Vehicle Act (H.R. 3416). At the time of this writing, there are **172** co-sponsors in Congress with the goal of 218. We also want to thank **Sen. Amy Klobuchar** and **Sen. Tina Smith** for co-sponsoring the AM Radio for Every Vehicle Act (S. 1669). [Click here](#) for the AM Radio for Every Vehicle Act Toolkit.

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](#).

Chair's Column (Continued from page 1)

I am proud of the work that the Board has done in 2023. During our final meeting of the year, we began discussing initiatives for 2024. Jim Birkemeyer is going to be an excellent Chair. He cares about broadcasting, and he cares about providing value to MBA Members. I'm looking forward to connecting with our new board members in January! It's never acknowledged enough, the Association would not be in the position that it is today without the vigilance and dedication of Wendy Paulson and Tim Hyde. The two of them work tirelessly for all of us and for that I say a statewide **THANK YOU!**

Finally, I want to take a moment and wish each of you a very Happy Holidays and a Blessed New Year. Please take some time to enjoy the company of friends and family over these next few weeks.

Take care,

Todd Wentworth



Minnesota Broadcasters Hall of Fame



Minnesota Broadcasters Hall of Fame Important Dates

November 1—December 31, 2023 — Nominations Accepted

December 31, 2023—Nominations accepted until **11:59 P.M CT**

March 2024 — 2024 Minnesota Broadcasters Hall of Fame Announced

October 1, 2024 — Minnesota Broadcasters Hall of Fame Induction Ceremony & Dinner, Rochester—Hilton Mayo Clinic

NOMINATE A BROADCASTER TODAY



MBA and MIW Mentee—Jessica Williams

Have you ever had that moment where your gut was urging you to try something? For quite a few of us, the unknown usually stops us before we take that leap. But what if you just went for it instead?

About a year ago, I was sitting in a studio at Townsquare Media in Rochester, Minnesota and was craving connections with other women in media. I didn't just want it, I needed it. Being surrounded by male colleagues and management left a void for what I needed professionally as I tried to navigate this industry and the challenges I faced as a woman. I just couldn't pull my big girl panties up any higher than they already were to muddle through what I dealt with daily and I knew if I couldn't find the support of other women, I would need to leave a piece of my heart in a studio as I shut the door for the final time.



Instead of continuing to wonder if I could ever find women to connect with or the tools that I needed to grow professionally, I started sending messages. I reached out to someone I knew who was picked for the Rising Through the Ranks program hosted by the Mentoring and Inspiring Women in Media, the RAB, and BMI and asked her point blank, "How do I get picked for this." Her response was simple and terrifying – just be you, tell your story, and be vulnerable.

Ahhh! Vulnerable!?! This was going to be harder than I thought but I cranked up, "Confident" by Demi Lovato in the studio and knew not just in my gut but also my heart that this was a next step for me. After I submitted that application, I kept searching the website because this seemed to be a place that had some answers for me. Stories, tools, people that said they were supporting others in the industry, and I think I just stared in amazement. I had no idea this place existed for women.

And then...I saw it. There was an application to have a mentor. Not just any mentor though, it was a year-long mentorship through the Mentoring And Inspiring Women In Radio, Inc. and the Minnesota Broadcasters Association. I had no knowledge of what this program would entail other than a few hours each month but if I was picked for this opportunity, I was going to embrace it fully and soak up every bit.

Telling my story and being vulnerable not only provided me the incredible opportunity to meet over 20 amazing women and supporters in Nashville for Rising Through the Ranks but it also led me to my amazing mentor in Minnesota, Wendy Paulson. I've been pushed, challenged, listened to, and had opportunities to learn about this industry in ways that I didn't even know existed, including the benefits that the MBA provides. I've even met some of you and added to my list of connections. But overall, growing as a leader, talking through challenges, and fueling my passion to help the nonprofits in Southeast Minnesota have been just a few of the perks to meeting with Wendy and having her as a mentor through this program.

What I thought was a crossroads in my life and a moment where I failed in this industry has turned into a year I will never look back at with regret. Forever grateful.

Learn more about the MBA and MIW Mentorship Program [here](#).

Member Services Update

"If you work for an MBA Member Station, you are an MBA Member!" That means you can take advantage of the services that we offer. If you or anyone on your team would like more information on the MBA's Services and to learn how to get more involved with the MBA like serving on a committee, please reach out to [me](#) or [Wendy Paulson](#).



Tim Hyde
MBA
Director of
Operations &
Member
Services

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, Hazelden Betty Ford, Minnesota Department of Transportation** and **Minnesota Retain**. By donating your broadcast inventory to these campaigns, we are able to offer FREE services like the Ten Minute Trainer Network, access to MBA's Legal Hotline Attorneys David Oxenford and Mark Anfinson, educational webinars and more.

Congratulations to our members on all of the work you do to serve the community every day. That is always on display during the holiday season with Radiothon events, toy collections, food shelf collections and much more. Our lawmakers love seeing the work you do in the community throughout the year and we love to highlight it for them and the general public. Let us share your story. From producing radiothons and telethons to supporting the walk/run that benefitted a local organization, to being the trusted voice during severe weather, flooding and winter storms — we want to learn more and help be your voice! Our lawmakers and the general public love learning about how you are serving the community.



If you ever have ideas on services that we can consider offering, please reach out to [me](#). Thank you for your support of the MBA!

Employment Law Changes Webinar Recording

The MBA hosted a webinar with Tom Hanson of Winthrop & Weinstine to discuss upcoming changes to **Employment Law** in Minnesota. If you are interested in the recording and materials from the webinar, reach out to [Tim Hyde](#).



WINTHROP & WEINSTINE

Rising Above - Sales & Management Summit

Back by popular demand, Rising Above: A Virtual Sales & Management Summit will return on **January 24th & 25th, 2024** for its 5th year in a row! This virtual summit is a great way to gather your team and kick off 2024! Featuring 12 different sessions with 9 industry-leading experts, everyone in attendance will be inspired, motivated, educated, and prepared to kick off 2024 with a bang!

The lineup includes, **Paul Jacobs, Arminda Lindsay, Paul Moehring, Dr. Terry Daniels, Erik Therwanger, Brandeis Hall, Chris Lytle, Elizabeth Bernberg, and Tammy Wellbrock**, with special guest **Carolos Fourzan**. Hosts **Speed Marriott and Derron Steenberg** have put together this all-star lineup and bring energy with Q & A sessions following each day's lessons. [REGISTER HERE](#).



"Selling Digital" Webinars

Recently, the MBA hosted two webinars with **Speed Marriott** and **Derron Steenberg** of the **Ten Minute Trainer Network** about selling digital.

"Digital: A Conversation with Owners and GMs"

"Digital: A Conversation with Sellers"

If you are interested in the recordings, reach out to [Tim Hyde](#).



Ten Minute Trainer Network



TEN X MINUTE TRAINER NETWORK

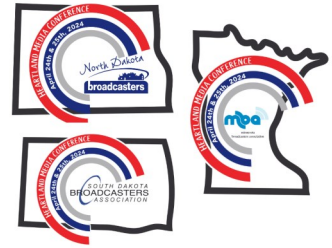
Register for access to unlimited training content for FREE with your Association Membership!



Heartland Media Conference

Save the dates for **April 24th—25th, 2024** for the Heartland Media Conference taking place at the Radisson Blu in Fargo, ND. **Paul Jacobs** of Jacobs Media Strategies will join us for his keynote presentation, “**The Changing Landscape for Broadcasters in 2024 and Beyond.**”

Paul will also explore the expanding value of the 50+ market. More presentations and sessions will be announced soon! The Heartland Media Conference event is produced in partnership between the MBA, [North Dakota Broadcasters Association](#) and [South Dakota Broadcasters Association](#).



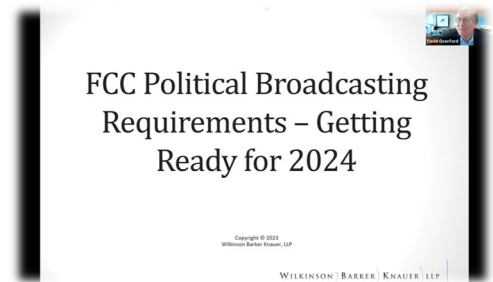
Radisson Blu Hotel Room Booking Details

\$152/night plus applicable taxes and fees

More details including a link to register will be sent to MBA Members in January.

Political Advertising Refresher Webinar Recording

With a Presidential election, elections that may determine control of the US House and Senate, and many local elections, there are predictions that 2024 will be the biggest year ever for political advertising. Recently, MBA Legal Hotline Attorney **David Oxenford** of Wilkinson|Barker|Knauer and staff from the FCC’s Office of Political Programming provided a refresher on the rules that you need to know to prepare for the 2024 election season. If you are interested in the recording, reach out to [Tim Hyde](#).



MBA Offering Scholarships to attend NAB Show

The MBA will award two \$2,500 scholarships to attend the [NAB Show](#) in Las Vegas, April 13th-April 17th. There will be one scholarship recipient from radio and one from TV. For eligibility and to apply, [click here](#).



Crystal Radio Awards

Get national recognition for your local community service! Ten NAB Member radio stations will be honored for excellence in year-round community service during the annual NAB Crystal Radio Awards at the NAB Show. Entries are accepted, January 1-January 31, 2024. [Learn more.](#)



Required Monthly Tests — 2024

2024 Required Monthly Test (RMT)

Day Time 1:44 p.m.	Night time 10:44 p.m.
January 3	February 7
March 6	April 3
May 1	June 5
July 3	August 7
September 4	October 2
November 6	December 4

EAS Plan

The FCC approved the Minnesota Statewide 2022 EAS Plan. 2023 will need to be reviewed and approved by the FCC. Until that time, please align with the 2022 EAS Plan. It can be accessed [here](#).



2024 MBA Annual Membership Dues

2024 MBA Membership Dues letters and invoices will be 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 3, 2023, the Board voted to keep annual membership dues flat in 2024 which reflects 2019, 2020, 2021, 2022 and 2023 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	2024 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 2024 are based on 2023 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. 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.



If 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:

- Learning opportunities and training
- MBA Communications
- MBA Legal Hotline Attorneys
- ABIP Inspection Program
- MBA Job Bank

For more details, contact tim.hyde@minnesotabroadcasters.com

MBA Scholarship

Congratulations to the MBA's 2023 Scholarship Award Recipients! We thought we would bring you up to speed with what a couple of them have been working on in the Fall Semester at their respective schools.

Important Dates

March 1 - April 30, 2024 MBA Scholarship Applications Accepted

May 2024 - Scholarship Recipients Notified

June 2024 - Scholarship Recipients presented at the MSHSL State Baseball Tournament

Learn more [here](#).



*Hello, I'm **Jaden Nybakken**. I was a recipient of the Minnesota Broadcasters Association 2023 scholarship and I am now currently a student at the University of Northwestern—St. Paul for my degree in media production. I am working as a production and creative intern at 98.5 KTIS where I work alongside the station's Production Director, David Christian. My responsibilities as an intern are to prioritize producing promotions and audio production for the station, organizing audio files and inserting them into the on-air programming software, and helping during the station's fundraisers and on-air events. I now have a few of my own written and produced liners shuffling through the logs of the station. On the side, I also voice track for a Northwestern Media station in Waterloo, Iowa known as Life 101.9 FM where I have a weekly shift on Saturday evenings. Lastly, I work as a student production director on the student radio station known as the MEL FM. My experience at University of Northwestern-St. Paul has been amazing, and I thank the Minnesota Broadcasters Association for making my first college semester possible!*



Jaden Nybakken

*Hello, I'm **Jacob Stanoch**. In just the last six months I have already kickstarted my career. Just a week after moving down to St. Charles, Missouri to attend Lindenwood University I was already doing play-by-play. Since August I have called numerous Division 1 athletics on ESPN + as a play-by-play commentator, color commentator, and sideline reporter for Lindenwood athletics. I have also began working at the University's radio station KCLC as a board operator and on-air talent during Lions hockey games and a disc jockey on Mondays and Fridays.*



Jacob Stanoch

MBA Job Bank

Creative Services Producer

KTTC-TV in Rochester is seeking a Creative Services Producer to join their team. For more details, [click here](#).

On-Air Personality

Community First Broadcasting is seeking an On-Air Personality 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](#).

Internship Program Coming in 2024

In 2024, the MBA will pilot an Internship Reimbursement Program. Under the program, MBA Members in good standing who hire paid interns will be reimbursed the minimum wage rate for their intern up to 180 hours per year. More details including criteria and registration will be shared in January.



Webinars on AI for MBA Members

There will be two webinars in January focused on the Artificial Intelligence topic for both radio and TV. The webinars will be produced by Futuri. Watch the [MBA Calendar](#) for more details.

Date TBA at 1PM CT: AI for Programming and Promotions (Radio)

Wednesday, January 31, 2024 at 1PM CT: AI for Programming and Promotions (TV)



Ascertainment Meeting at KAAL-TV in Rochester

Thank you to **Rhonda LaVelle** and the team at **KAAL-TV** for hosting the MBA's Ascertainment Meeting on November 16th in Rochester. Organizations from the area presented to Minnesota Broadcasters including: [Minnesota National Guard](#), [Gift of Life Transplant Home](#), [Rochester Area Foundation](#), [Downtown Rochester Alliance](#), [Next Chapter Ministries](#), [Rochester Fire Department](#), [Childhood Cancer Community](#) and [The Landing](#). Thank you also to MBA Board Member and Past Chair, **Joe Johnston** of **Hubbard Broadcasting** for coordinating these organizations.



Mary Wilder from
Gift of Life Transplant Home.



Representatives from
the **Minnesota Army National Guard.**



Rochester Fire Chief, Eric Kerska speaks to
MBA Members.



Shanna Lunasin of
Childhood Cancer Community.

KWAD-AM celebrates 75 years!

Congratulations to Hubbard Radio's **KWAD-AM** in Wadena for celebrating 75 years on the air! They held an open-house celebration on November 8th to celebrate this milestone.



Make Plans for 2024

Minnesota Broadcasters Association Celebrates its 75th Anniversary!

January 24th-January 25th—Ten Minute Trainer Network's Rising Above

February 14th—Love Your Local Broadcaster Day in St. Paul

March 1st—MBA High School Scholarship Applications Accepted

March 5th-6th—NAB State Leadership Conference in Washington DC

March 2024—Minnesota Broadcasters Hall of Fame Class Announced at Pavlek Museum

April 2024—MBA & MIW Mentorship Program Applications Accepted

April 14th-17th—NAB Show in Las Vegas

April 23rd-24th—Heartland Media Conference in Fargo

June 2024—MBA High School Scholarship Recipients Announced

June 2024—Mid Year Meetings with Lawmakers in Washington DC

September 30th-October 2nd—MBA Annual Conference in Rochester

October 1st—Minnesota Broadcasters Hall of Fame Induction Ceremony and Dinner

More to be announced!

2024

JANUARY	FEBRUARY	MARCH
MO TU WE TH FR SA SU 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MO TU WE TH FR SA SU 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	MO TU WE TH FR SA SU 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
APRIL	MAY	JUNE
MO TU WE TH FR SA SU 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	MO TU WE TH FR SA SU 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MO TU WE TH FR SA SU 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
JULY	AUGUST	SEPTEMBER
MO TU WE TH FR SA SU 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MO TU WE TH FR SA SU 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MO TU WE TH FR SA SU 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29
OCTOBER	NOVEMBER	DECEMBER
MO TU WE TH FR SA SU 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MO TU WE TH FR SA SU 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	MO TU WE TH FR SA SU 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

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](#).

The 2024 Broadcasters' Calendar—Regulatory Dates for the Coming Year, with Special Attention to Lowest Unit Charge Political Windows

By: David Oxenford of Wilkinson|Barker|Knauer



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



Mark Anfinson
First Amendment and Media Law
Attorney

2024 is almost upon us. At this time of year, everyone seems to be making a list of the best (or worst) events of 2023, or predictions for what the new year will bring. After the first of the year, we will dust off our crystal ball and look at some of the legal and policy issues that may be addressed in the new year. Today we will look at the dates that are already set for 2024. We offer for your review our [Broadcaster's Regulatory Calendar for 2024](#). While this calendar should not be viewed as an exhaustive list of every regulatory date that your station will face, it highlights many of the most important dates for broadcasters in the coming year – including dates for **EEO Public Inspection File Reports, Quarterly Issues Programs lists, children's television requirements, annual fee obligations** and much more.

2024 may well be the biggest election ever, with the Presidential election, and hotly contested races to fill all the seats in the US House of Representatives (and to decide control of that institution) as well as a third of the seats in the US Senate, where control may also be at stake. Couple these with many state level races and even some ballot issues, election spending is certain to be at or near its highest level ever. We've taken extra time this year to highlight the **lowest unit charge periods** for the primaries and general election (based on information available to us when this calendar was prepared) – including even some municipal elections that are occurring on cycles different than those applicable to the federal races. We just last week [wrote about how the political broadcasting rules apply to state and local elections](#) as well as federal ones, and even special elections to fill vacant political seats. In today's hyper-partisan atmosphere, we may well see broadcast and cable advertising for political races where such advertising has never before been placed, thus our extra attention to these races. Be sure to confirm all these election dates with counsel and local election authorities, as these dates can change. Note, too, that there can be additional local and special elections which are not included here. All stations should be getting ready to meet these obligations.

Follow our blog where we post a weekly summary of the prior week's regulatory actions relevant to broadcasters (see last week's summary, [here](#)) and, just prior to the start of each month, a look ahead at the regulatory dates in the coming month (see our look at January dates, [here](#)). On our blog, we also highlight other regulatory and policy issues that media companies should be following. Read other newsletters and trade publications and consult your own attorney to stay on top of all the regulatory obligations that apply to your stations. We hope that this [2024 Broadcaster's Regulatory Calendar](#) will give you a good start on spotting some of the important dates that may be ahead for your operations in the coming year.

NCSA PEP Program Updates



NATIONALGUARD.COM/MN

Minnesota Army National Guard

The radio flight for the Minnesota Army National Guard began on January 27th. A TV flight began on June 12th. Information can be downloaded [here](#).



Hazelden Betty Ford

The radio flight for Hazelden Betty Ford began on January 9th. Information can be downloaded [here](#).



Minnesota Retain

The Radio flight for Minnesota Retain began on November 1st. Information can be downloaded [here](#).



Mental Health Minnesota

The radio flight for Mental Health Minnesota for Radio began on January 9th. Information and can be downloaded [here](#).



Minnesota Department of Transportation

The radio flight for the Minnesota Department of Transportation began on July 1st. Information can be downloaded [here](#).

Minnesota Army National Guard Change of Command Ceremony

On December 7th, members of the Minnesota Army National Guard's Recruiting and Retention Battalion and special guests gathered at the Minneapolis National Guard Armory for a Change of Command Ceremony. Thank you to the Outgoing Commander, **Lieutenant Colonel Ryan Rossman** for your years of service and congratulations to the Incoming Commander, **Major Christopher Bingham**!



Passing of the Recruiting and Retention Battalion colors.



Incoming Commander of the Recruiting and Retention Battalion, **MAJ Chris Bingham**.



Outgoing Commander **LT COL Ryan Rossman** accepts appreciation from **COL Scott Rohweder**.

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. Stay up to date on all of Minnesota's festivals and events [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.



MBA Members in the Community #WeAreBroadcasters

Q-Media Group's KWNG and KCUE in Red Wing hosted their annual Project Food Shelf collecting 2,448 pounds of food and \$424.09 in cash donations for the **Red Wing Area Food Shelf**.



Some of the staff at **Allen Media Broadcasting's KIMT-TV** in Rochester took time to volunteer to ring bells for the **Salvation Army** Red Kettle campaign at a local grocery store.

iHeartMedia Twin Cities' **KFXN-FM** partnered with the Minnesota Vikings on the **Toys for Tots** collection at a local Twin Cities sporting goods store.



KSTP-FM for Kids Radiothon took place at Mall of America to raise money and awareness for **Gillette Children's Hospital** and **M Health Fairview Pediatrics Cancer Program**. Together, they raised \$1,074,118!

Midwest Communications' stations in Duluth had their annual **Day of Giving** event. This annual event raised, 700 pounds of food and collected \$975 in monetary donations for **Northern Lakes Second Harvest Food Bank**. In total, 3,485 meals will be provided to Northland neighbors in need.



KSTP-TV's annual Stuff the Sleigh Campaign collected toys and monetary gifts for the **Salvation Army**.

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

MBA Welcomes 2023 Associate Members



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

Contact: [Joel Glaser](#)



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

Contact: [Dan Spears](#)



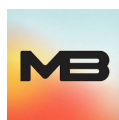
Fluence Media is an agency that is called on daily to provide perspective, strategy and execution to clients on public affairs, litigation communication, labor/management, online/social media consulting, crisis communications and other critical issues facing brand, personalities and organizations.

Contact: [Blois Olson](#)



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

Contact: [Todd Kalman](#)



Media Bridge Advertising is an award winning agency with a mission to fuel client growth.

Contact: [Shannon Knoepke](#)



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

Contact: [Lisa Hills](#)



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

Contact: [Andrew Halvorson](#)



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

Contact: [Penny Meier](#)



Offerdahl Broadcast Services, Inc. provides broadcast engineering services to AM and FM stations in Minnesota and North Dakota.

Contact: [Jim Offerdahl](#)



Pavek Museum is Minnesota's source for the history of electronic communication.

Contact: [Gwendolen Nystrom](#)



Phoenix Media Group LLC is a media consultant and brokerage assisting clients in buying, selling, building, and operating radio stations and associated facilities including towers.

Contact: [Steve Moravec](#)



Praedictix delivers weather for three industry sectors: video, graphics and expert consulting. Their broadcast weather videos are used in television, radio, web and social media.

Contact: [Paul Douglas](#)



Red River Farm Network delivers news, markets and weather information to some of the best farmers in the world.

Contact: [Don Wick](#)



ShelettaMakesMeLaugh.com is a multi-media podcasting and production company founded, owned and operated by Sheletta Brundidge.

Contact: [Sheletta Brundidge](#)



SignPro of Mankato is a custom sign graphics/design company that understands broadcast company branding. SignPro can design, build and install your brand on any surface for special events, on vehicle, on building exteriors and interiors, build monument signs and digital signs.

Contact: [Jo Guck Bailey](#)



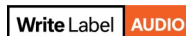
SnowGlobe Public Relations is a full-service firm that believes great PR can motivate, inspire and - ultimately—change behavior.

Contact: [Kevin Olson](#)



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

Contact: [Tami Diehm](#)



Write Label is a technology platform for crowdsourcing high-quality short-form creative.

Contact: [Marissa Siefkes](#)



minnesota broadcasters association

Minnesota Broadcasters Association | 408 St. Peter Street | Suite 423 | St. Paul | MN | 55102 | www.minnesotabroadcasters.com