

MINNESOTA BROADCASTER

Minnesota Broadcasters Association, Summer 2023

Chair's Column

As Summer begins, I think everyone would agree that we're missing those clear blue Minnesota skies we're accustomed to thanks to historic wildfires in Canada. One thing that remains clear is the MBA's vision and outlook for their members. Here's an update from the past days...

With an eye to our broadcasting future, the MBA proudly awarded four scholarships to graduating Minnesota high school seniors with career ambitions in broadcasting. Recipients were Jude Gosse—Dodge Center, Carson Maneval—Frazee, Jacob Stanoch—Bemidji, and Jaden Nybakken—Maplewood. A formal presentation was made to the recipients during the Minnesota State High School League Baseball Tournament in June.

The MBA continues to develop resources for our members and proudly relaunched the new MBA website on June 1st. The website includes a drop down for future employees to upload their resume and for members to post job opportunities. Special thank you to Townsquare Interactive for their assistance and partnership!

The MBA was on the road during the past few weeks, conducting market visits in Red Wing (Q-Media Group), Rochester (KTTC-TV and KIMT-TV) and an Ascertainment Meeting in Brainerd at Hubbard Radio. The Ascertainment Meetings help broadcasters better understand area non-profit organizations and partners like the Minnesota Army National Guard. Thank you to all our fine broadcasters who hosted market visits.

A Minnesota Broadcasting contingency, representing both radio and television recently returned from D.C. AM in the Dashboard was our primary radio topic on the agenda. As automakers make the move to produce EV's, it's clear that the auto industry was shortsighted in how much consumers value AM radio. Our elected officials get it. AM radio in the dashboard is a fundamental safety option right there with seat belts and air bags. While progress has been made, broadcasters cannot "take their foot off the gas pedal" on this topic. On the television side, the new topic of concern is vMVPDs. That's technical jargon for streaming services, which is another way that viewers can now watch their local television station. The FCC has been slow to bring streaming services in the same realm as cable and satellite providers, something they have been considering since 2014. Since 1992, the broadcast television industry has been able to sit down on a market by market, station by station basis fairly and negotiate with these entities for the carriage of their signal and content. This is known as retransmission consent, and broadcasters want the streaming services to play by the same rules.

Continued on page 16.

President's Column

Summer in Minnesota...Nothing Better! Hello MBA Members!

The topic that has been front and center in the broadcast industry is the importance of AM Radio in response to the news that some automakers either had or were considering its removal from the dashboard. Capitol Hill has responded with the AM Radio for Every Vehicle Act (S. 1669, H.R. 3413). At this writing, both Sen. Klobuchar and Sen. Smith have signed on, in addition to Rep. Finstad, Rep. McCollum and Rep. Stauber. We thank them for their support and will continue our outreach efforts on this bi-partisan, bi-cameral legislation that continues to build support and momentum. The National Alliance of State Broadcast Associations (NASBA) along with the NAB hosted a June fly-in and conference with media and stakeholders from all over the country, the purpose...to ensure that this vital service is available to the public (see pages 2 & 3).

We gave out four MBA Scholarships and are thrilled to welcome four new broadcasters to the industry (see page 9).

Congratulations to 2023 Mentoring and Inspiring Women (MIW) Mentee, Jessica Williams from Townsquare Media, Rochester. You'll get a chance to meet her this October at the MBA Conference, where we'll also celebrate our 2022 mentee, Ava LaRue from Q-Media, Red Wing.

We are looking forward to Minneapolis' NextGen Launch, scheduled for August/September, the State Fair and of course the MBA Annual Conference where we celebrate the many accomplishments and notable milestones of our member stations. October 2n-4th will be jam packed with sessions, networking and the Minnesota Broadcasters Hall of Fame Dinner (for more information and to register see page 5)! Our MC will be 2022 Hall of Famer, KFAN's Dan Barreiro! Our sessions include Curtis LeGeyt from the NAB, Paul Jacobs from Jacobs Media, FCC and media law, employment law and the Minnesota legislature...and more! October 4th is a full day's session geared for sales with Derron Steenbergen and a second track for programming with Steve Wexler on "Breakthrough Content" and more to be announced.

And stand by for a statewide industry promotion, Broadcasters Week of Kindness the week of August 7th! We want to showcase the amazing work and commitment Minnesota Radio and TV members do in your communities! We'll be highlighting your efforts in meetings with lawmakers at the state and federal levels, and with listeners and viewers throughout Minnesota! We hope you'll participate (page 15)!

If you need anything, have questions, want to find ways to get involved in the MBA, reach out! Tim and I look forward to seeing you in our market visits!

Thank you for all you do for your communities. It is a pleasure to serve you!

Wendy



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)

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

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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



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

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. Betty McCollum** (MN-04) and **Rep. Pete Stauber** (MN-08) for co-sponsoring the AM Radio for Every Vehicle Act (H.R. 3416). We also want to thank **Sen. Amy Klobuchar** and **Sen. Tina Smith** for co-sponsoring the AM Radio for Every Vehicle Act (S. 1669).



Latta/Pence Letter

On May 15th, Rep. Latta and Rep. Pence sent a letter to James D. Farley, Jr., President and CEO of the Ford Motor Company expressing concern over the removal of AM radio receivers from current and future vehicles. Thank you to **Rep. Betty McCollum** (MN-04), **Rep. Pete Stauber** (MN-08), **Rep. Michelle Fischbach** (MN-07) and **Rep. Brad Finstad** (MN-01) for your support and for signing on to this letter. Read the letter [here](#).

50 State Broadcast Association Resolution

All 50 State Broadcast Associations including the District of Columbia and the Commonwealth of Puerto Rico, support the **AM Radio for Every Vehicle Act** (H.R. 3416, S. 1669). Read the Resolution [here](#).

MBA on Capitol Hill

In June, the MBA led a group of members on Capitol Hill in Washington DC including, **Jeff Gonsales** (WCCO-AM, Audacy), **Joe Johnston** (Hubbard Broadcasting), **Todd Wentworth** (Gray TV). The issues discussed included the **AM Radio for Every Vehicle Act** (S. 1669, H.R. 3413) **Virtual Multichannel Video Programming Distributors (vMVPDs)** and the **Local Radio Freedom Act** (H.Con.Res. 13, S.Con.Res. 5).



The MBA with **Senator Amy Klobuchar**.



Left to right: MBA President, **Wendy Paulson**, **Tim Hyde** (MBA), **Jeff Gonsales** (Audacy), **Joe Johnston** (Hubbard Broadcasting), **Todd Wentworth** (Gray TV)



The MBA with **Lizzy Fallon** of **Whip Emmer's** Office.



Meeting with **Congresswoman Betty McCollum's** Office.



Prepping for meetings on Capitol Hill.



Radio's Road to the Future Conference

While in Washington DC, broadcasters attended the **Radio's Road to the Future Conference** in which MBA President, **Wendy Paulson** co-chaired through the National Alliance of State Broadcast Associations. Speakers included representatives from the NAB Government Relations team, **Shawn Dubravec** from the Avrio Institute, **Manuel Centeno** of FEMA, IPAWS and NPWS, **Steve Newberry** of Quu, **Pete Benedetti** of Quu, **Juan Galdamez** of Xperi, **Paul and Fred Jacobs** of Jacobs Media, **Tom Brand** of National Association of Farm Broadcasting, **Noelle Garnier** of National Religious Broadcasters, **Patty Ruiz** of Bustos Media, **James Winston** of National Association of Black Owned Broadcasters along with AM Radio in Every Vehicle Act co-authors, **Senator Ed Markey** and **Senator Deb Fischer**.



Shawn Dubravec
Avrio Institute



Senator Ed Markey of
Massachusetts



Patty Ruiz (Bustos Media), **Tom Brand**
(National Association of Farm
Broadcasting), **Noelle Garnier**
(National Religious Broadcasters),
James Winston (National Association
of Black Owned Broadcasters)



Senator Deb Fischer of
Nebraska

NAB AM Toolkit

The MBA, NAB and all State Broadcasters and stakeholders continue to work hard to protect AM radio in electric and internal combustion engine vehicles. What can you do?

1. Invite your audience to **text AM to 52886** to contact your members of Congress with a call to keep AM in Cars.
2. Shine a light on the risk this poses to public safety, you and your listeners can [tell members of Congress](#) to advocate for AM radio in vehicles.
3. Air Pro Radio PSAs. The NAB has developed a handy AM Radio toolkit that includes a variety of free PSA's. [Click here](#) to access the toolkit.



Fireside Chat on AM Radio in Every Vehicle Act

Nic Anderson of **Salem Media Group** joined a fireside chat and panel discussion on the AM Radio for Every Vehicle Act recently in Washington DC.



vMVPDs

While the MBA was on Capitol Hill in June, we spoke with our Senators and Members of Congress about Virtual Multichannel Video Programming Distributors (vMVPDs). Currently, a cable system or vMVPD must gain consent from a local broadcast station before retransmitting its signal. This system, known as "retransmission consent," has driven unparalleled investment in local television content, resulting in abundant, locally focused programming choices and services for viewers.



In the MBA's meetings with our Senators and Members of Congress to reach out to the FCC to encourage the FCC to refresh the record in a proceeding to better reflect the current marketplace realities for vMVPDs.

Local Radio Freedom Act

Thank you to the supporters of the Local Radio Freedom Act (H.Con.Res.13) in the 118th Congress including, **Majority Whip Tom Emmer** (MN-06), **Rep. Pete Stauber** (MN-08), **Rep. Michelle Fischbach** (MN-07), **Rep. Brad Finstad** (MN-01), **Rep. Dean Phillips** (MN-03) and **Rep. Betty McCollum** (MN-04). The Senate Resolution (S.Con.Res.5) was just introduced and the MBA has reached out to **Sen. Klobuchar** and **Sen. Smith** to ask for their support. The MBA also continues its outreach with **Rep. Angie Craig** (MN-02) and **Rep. Ilhan Omar** (MN-05) on this issue. At the time of this writing, there are **189** co-sponsors in Congress with a goal of **218**.

Journalism Competition and Preservation Act

Senator Amy Klobuchar's, Journalism Competition and Preservation Act (S. 1094) passed the Senate Judiciary Committee on June 15th. This legislation will enable local broadcasters to negotiate for the fair market value of their news content. The MBA is currently seeking support from Minnesota's legislators. A summary of the bill can be found [here](#).



Legislative Session Wrap-Up

The MBA hosted a “**Deciphering the Minnesota Legislative Session**” webinar with **Tom Hanson** and **Andrea Rau** from **Winthrop & Weinstine**. Tom and Andrea spoke to MBA Members about Paid Family and Medical Leave, Earned Sick and Safe Time, Non-Compete Agreements, Human Rights Act, Cannabis, Court Document Fees, Broadband, Gambling, Deep Fake Technology and then took a look ahead at the 2024 session. If you are interested in the recording and materials from the webinar, reach out to [Tim Hyde](#).



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](#).

Sales and Content Workshop —2023 MBA Annual Conference

Wednesday, October 4th

The Saint Paul Hotel

9:00 a.m.—4:00 p.m.

Attention sales, digital and content leaders! Join the Minnesota Broadcasters Association for a sales and content workshop on the final day of the Minnesota Broadcasters Association Annual Conference! You will hear from industry experts, including **Derron Steenbergen** of the Swagger Institute, **Steve Wexler** of WEXL Coaching & Development, **Paul Jacobs** of Jacobs Media Group and more!



Paul Jacobs
Jacobs Media Group



Derron Steenbergen
Swagger Institute



Steve Wexler
WEXL Coaching

REGISTER TODAY

Register for just \$75!

Watch a preview of Steve Wexler's session [here](#).



October 2nd - 4th, 2023

Engaging sessions include discussions and presentations on NextGenTV, Media and Employment Law, AM Radio in the Dashboard, FCC, Advocacy, Content, Recruitment and more to be announced. Confirmed speakers include, **Curtis LeGeyt** of the NAB, **Paul Jacobs** of the Jacobs Media Group, **David Oxenford** of Wilkinson|Barker|Knauer, **Mark Anfinson**, **Tom Hanson** of Winthrop & Weinstine, **Derron Steenbergen** of the Swagger Institute, **Steve Wexler** of WEXL Coaching & Development and more!



The Saint Paul Hotel
350 N Market St, St. Paul, MN 55102

MBA Annual Business Meeting, Engaging Sessions, Workshops & More!

Schedule

Monday, October 2nd

5:00 p.m.—8:00 p.m. Welcome Reception & Vendor Expo



Tuesday, October 3rd

9:00 a.m.—5:00 p.m. MBA Annual Business Meeting, Sessions, and Vendor Expo



6:00 p.m.—9:00 p.m. Happy Hour and Minnesota Broadcasters Hall of Fame Dinner

Wednesday, October 4th

9:00 a.m.-4:00 p.m. Sales and Content Workshop



All times subject to change.

Register Today!

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



2023 Inductees

Minnesota Broadcasters Hall of Fame



Jim Bartels

KNUJ-AM/FM
New Ulm, MN



Mary Campbell

Omni Broadcasting Company,
Bemidji, MN



Boyd Huppert

KARE-TV
Minneapolis/St. Paul



Tim Russell

WCCO-AM and Minnesota Public Radio
Minneapolis/St. Paul, MN



Lee Valsvik

iHeartMedia and KARE-TV
Minneapolis/St. Paul

Member Services Update

Milestones: We want to learn more about station and individual milestones! We are happy to share this news with others inside and outside of the industry to highlight these accomplishments. They can include anything from anniversaries on-air, recent successes, career milestones or station milestones. Send them our way throughout the year and we will highlight them on MBA's communications and at the 2023 MBA Annual Meeting in October.

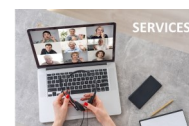
One of my favorite aspects about the broadcast industry is seeing the impact your stations have in your communities. The MBA wants to learn more about how your stations are supporting the community. From producing radiothons and telethons to supporting the walk/run that benefitted a local organization, to being the trusted voice during severe weather, flooding and winter storms. I'm looking forward to seeing all of the great community activations during **"Broadcasters Week of Kindness"** which takes place the week of **August 7th** (see page 15).

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 Retain, and Minnesota Department of Transportation**. 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. Thank you for your membership and support of the MBA!



Tim Hyde

MBA
Director of
Operations &
Member
Services



TEN X MINUTE TRAINER NETWORK

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



TEN X MINUTE TRAINER NETWORK

MBA Virtual Sales Town Hall

Introducing the 10|10|10 Challenge

Join Speed Marriott and Derron Steenberg from the Ten-Minute Trainer Network's for this quick twenty-minute, live state-wide sales session.

When: July 11th

Time: 9:00 AM CST

Register Today

tenminutetrainernetwork.com/programs/live-minnesota



P1 Learning Blog

Equality vs. Equity—One Size Does Not Fit All

By: Delta Wilson, P1 Learning

When we start talking to clients, we know that a Customer Needs Assessment is crucial to understanding and meeting their individual needs. We're told time and time again that one size does not fit all when it comes to advertising and media sales. The same is true in our workplace, and it's important to ensure that everyone's needs are met in a way that drives them to be the most successful team member they can be. [Read more.](#)



Featured Training

TEN X MINUTE TRAINER NETWORK

DIGITAL PROSPECTING



Third Thursday Webinar Series

The **Third Thursday Webinar Series** is offered **FREE** to MBA Members. Below is an overview of dates and some of the topics that will be discussed. Use the code: **NASBA2023** when registering.

July 20th [Leading in the Post-Pandemic Newsroom](#)

August 17th Create Value and Urgency by Uncovering the Whole P.I.E.

October 19th Women in Leadership: Building a Diversified Broadcast Team

November 16th A Look Ahead at the 2024 Elections and Issues



ABIP Inspections Are Underway

MBA's ABIP Inspection Program is underway. Our inspectors **Mike Troje** and **Craig Bomgaars** are in the process of completing ABIP Inspections. 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). If you are interested in signing up for an ABIP Inspection, reach out to [Tim Hyde](#).



Ascertainment Meeting at Hubbard Radio Brainerd

Thank you to MBA Board Member and General Manager of **Hubbard Radio** in Brainerd, **Jeff Hilborn** for hosting a MBA Ascertainment Meeting on June 15th. Organizations from the area presented to Minnesota Broadcasters including: **Minnesota National Guard, The Outreach Program of Brainerd Lakes—No Kids Hungry, Lakes Area Restorative Project, Bridges of Hope, Brainerd Lakes Area Community Foundation, and Majority in the Middle.**



SFC Stanek & SFC Hunt
Minnesota National Guard



Terri Foster
Brainerd Lakes Area
Community Foundation



Thank you to
Hubbard Radio
Brainerd for hosting!



Shannon Watson
Majority in the
Middle



Shawn Hansen
The Outreach Program
of Brainerd Lakes

MBA and MIW Mentorship Mentee 2023

Congratulations to **Jessica Williams** as she has been chosen as the MBA and Mentoring and Inspiring Women in Radio Mentee for 2023!

Jessica Williams (aka Jessica on the Radio) is a host on Y-105FM in Rochester, MN, a National AC Host Weekdays from 3pm –7pm for Townsquare Media, and the Outreach Director for the Rochester/Preston market. Her radio journey started in November 2017 as a part-time talent who didn't even know how to turn on a microphone. When she doesn't have a laptop open to work on stories or talking into a microphone, she is hanging out with her 3 kids, husband, Yellow Lab, and Saint Bernard.



MBA Scholarship Awarded to Four Recipients

The Minnesota Broadcasters Association awarded its scholarship to four Minnesota High School Seniors. They are all going to be pursuing an education in a broadcast related field of study. Watch the virtual surprise video [here](#). Thank you to the Minnesota Broadcasters Association Members who make this scholarship possible.



Jude Gosse

Triton High School



Carson Maneval

Frazee High School



Jaden Nybakken

PSEO Student



Jacob Stanoch

Bemidji High School



Presentation of MBA Scholarship Recipients

On June 16th, the MBA in partnership with the **Minnesota State High School League** presented the 2023 MBA Scholarship recipients prior to the AAAA MSHSL State Baseball Championship Game. Thank you to MSHSL and **Tim Leighton** for helping to make this presentation possible. (Photo left to right: **Tim Hyde** (MBA), **Jacob Stanoch**, **Jaden Nybakken**, MBA President **Wendy Paulson** and **Jude Gosse**. Not pictured: **Carson Maneval**).



MBA Job Bank

Producer

WCCO-TV in Minneapolis/St. Paul is seeking a Producer to join their team. For more details, [click here](#).

Traffic Coordinator

Radio Mankato in Mankato, MN is seeking a Traffic Coordinator 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](#).

Proctor High School RailsTV Program Tours KARE-TV & iHeartMedia

The MBA led students from the **Proctor High School Rails.TV** program as they visited **KARE-TV** and **iHeartMedia** in the Twin Cities. Thank you to MBA Board Members, **Greg Alexander** (iHeartMedia), **Jeremiah Jacobsen** (KARE-TV) for their hospitality and for meeting the students.



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](#).

Advertising Cannabis Under New Law

By: Mark Anfinson

On May 30, Gov. Walz signed the bill legalizing adult-use cannabis (aka marijuana) in Minnesota, joining 22 other states that allow such use. Enactment of the legislation (Chapter 63, House File 100) follows nearly six months of lengthy and often contentious debates about the issue at the state Capitol.

The new law permits adults 21 and older to possess, consume, and cultivate small amounts of cannabis at home beginning August 1, 2023. The bill further allows sales of adult-use cannabis at retail dispensaries in the state, but that provision doesn't take effect until January of 2025.

In addition, the bill establishes an Office of Cannabis Management to regulate the cannabis industry, imposes a 10% tax on recreational cannabis sales, and directs expungement or resentencing with respect to most cannabis-related convictions that occurred prior to legalization.

The new legislation does not significantly modify the measure passed by the Legislature last year that authorized the sale in Minnesota of CBD products and hemp-derived edibles containing THC.

In light of this historic change in Minnesota law, many MBA members have been asking whether and to what extent broadcasters will be able to carry advertising for cannabis. It's a good question, though one that doesn't have a very satisfactory answer.

Based on 1st Amendment principles, the normal rule governing advertising is that if a product or service is legal under state law, it's legal to advertise it. However, as in many other contexts, broadcasters don't get the full benefit of that rule, because Congress and the FCC are allowed to impose restrictions on them that wouldn't be constitutionally permitted with respect to other advertising media.

This unequal treatment comes into play for cannabis advertising, due to a long-standing federal law that makes the sale or possession of marijuana a felony offense. And under federal law, it's a criminal offense for a broadcaster to promote the sale of marijuana. Where state law and federal law conflict, federal law virtually always takes precedence. As a result, a broadcaster that carried an advertisement for cannabis in Minnesota would not only be exposed to a possible criminal violation, but it could also face an FCC license action based on the claim that the broadcaster had violated a specific federal statute. This is obviously not an appealing prospect.

There's been a lot of talk over the past few years about the possibility that Congress will modify the laws applying to marijuana, following the lead of the many states that have decriminalized its sale and adult use, or at least allow cannabis ads to be broadcast in states where recreational use has been approved. If that should happen, then broadcasters would likely be free to carry cannabis ads in Minnesota. Unfortunately, however, it doesn't appear that the federal law will be changed anytime soon, though maybe progress on that front will occur before Minnesota retail sales become legal in early 2025. There are some specific advertising restrictions on cannabis advertising found in the new legislation—such as prohibiting claims of health and medical benefits, and targeting of ads to minors. But this won't be much of an issue for broadcasters until the problem posed by federal law is resolved.

One other point worth noting about the 2023 cannabis legislation: Under the new law, employers can't treat cannabis in the workplace differently than other drugs and alcohol—meaning it will be harder to impose discipline, more specific policy requirements, and limited testing opportunities. Therefore, employers will want to evaluate their existing practices relating to cannabis use and impairment in the workplace. For example, employers may want to consider adopting and communicating written rules that expressly prohibit the use, possession, or sale of, and impairment by, cannabis during work hours.

-Mark



David Oxenford
WilkinsonBarkerKnauer
FCC, EEO, Political Advertising
Attorney



Mark Anfinson
First Amendment and Media Law
Attorney

Milestones

Do you have a milestone to share with the MBA? Send details and photos to [Tim Hyde](#). We would love to feature them in our communications. Below are just a few recent milestones.



Dion Cheney, celebrates 25 years at KEYC-TV in Mankato.



KSTP-TV in Minneapolis/St. Paul celebrates 75 years on the air.



Dave Ryan celebrates 30 years at KDWB-FM in Minneapolis/St. Paul.



Hubbard Broadcasting is celebrating 100 years of broadcasting.

Hubbard Broadcasting Celebrates 100 Years!

Recently, **Hubbard Broadcasting** hosted a gathering to **celebrate 100 years as a broadcast company**. In 1923, founder, **Stanley E. Hubbard**, began his first foray into commercial radio through his fledgling, 500-watt radio station, WAMB. It was a humbling beginning to what has become one of the most respected, family-owned broadcast corporations in the world. From the foundation of the first national radio news service, to the purchase of the first television camera ever sold, to the innovation of Satellite News Gathering (SNG) and broadcasting the first high-power DBS programming direct to U.S. homes, to this day, they continue to look for innovative ways to connect with people and the communities they serve through the medium of broadcasting.



Edward R. Murrow RTDNA Award Recipients

Congratulations to **KARE-TV**, **WCCO-AM** and **KROX-AM** for picking up Region 4 RTDNA Edward R. Murrow Awards!



NAB Leadership Foundation Service to America Awards

On June 6th in Washington DC, representatives from **KSTP-FM** (Minneapolis/St. Paul) and **KTTC-TV** (Rochester) were honored with the NAB Leadership Foundation Service to America Awards honors excellence in community service, philanthropy, and impact by local radio and television stations across the country.



Visit to Q-Media Group in Red Wing

Recently MBA President, Wendy Paulson visited Q-Media Group in Red Wing. Congratulations to Shannon Harrell in his new role as General Manager! (Pictured left to right: **Al Quarnstrom**, **Wendy Paulson**, **Andrew DeVall**, **Ava LaRue**, **Shannon Harrell**).



Pavek Museum Celebrates 35 Years

Save the Date **SATURDAY, OCTOBER 28**

Prepare for an Out-of-This-World Extravaganza! The Pavek Museum Celebrates its 35th anniversary with a War-of-the-Worlds Family Fun Day. Mark your calendar and stay tuned for exciting updates!

PAVEK MUSEUM
952-926-8198
3517 RALEIGH AVE. ST. LOUIS PARK, MN

INTRO TO PODCASTING

Due to popular demand, we have created Intro to Podcasting, a Pavek Museum adult education program.

Each student will create the concept for an original podcast series, record and produce the first episode, and learn how to upload and market their podcast.

Saturday, September 9, 2023 & Saturday, September 16, 2023
9:30 a.m. - 12:30 p.m. each day

NEW

CLICK HERE TO REGISTER

PAVEK MUSEUM

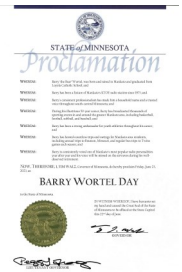
Jerry Pappenfuss Honored

Jerry Pappenfuss was honored recently with the **St. Mary's University** Alumni Appreciation Award! Jerry and his wife Pat, worked to develop 14 radio stations in greater Minnesota markets. Jerry celebrated his 91st birthday last July!



Barry Wortel Day

Friday, June 23rd was **Barry Wortel** Day in Minnesota. Barry is retiring after 50 years on the air with **Radio Mankato's KTOE**. A retirement party was also held recently to celebrate Barry and his contributions to Southern Minnesota.



You're Invited — 34th Infantry Division Day

YOU'RE INVITED
34th Infantry Division Day

Thursday, October 19th
9am: Arrive at 34ID HQ in Arden Hills
11:15am-12pm: Travel to Camp Ripley via CH-47 Chinook!
--Lunch, Tours & Dinner--
7-8pm: Travel to 34D HQ via CH-47 Chinook

Due to helicopter capacity, space is limited to the first 20 broadcasters who RSVP

RSVP to Anna Marie LaFontaine
anna@snowglobepn.com; 218-355-8467

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](#).



Explore Minnesota Tourism

The TV flight for Explore Minnesota Tourism began on June 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 Retain

The radio flight for Minnesota Retain began on June 1st. Information 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](#).

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 Summer Festivals and Events [here](#).

Minnesota Army National Guard Recruits of the Month

The Minnesota Broadcasters Association and **Minnesota Army National Guard** would like to recognize the Recruits of the Month! The **Olive Twins**. Here is a note from them:

"We are the Olive twins. We joined as an opportunity for a new path in our lives, along with new skills that we can learn along the way. Our family is very integrated into the military, so it was almost tradition to enter the service, one way or another. Both of us bowl competitively, workout, and are going to school to head into the medical field. My brother and I have chosen 09-R since it would be great to be focused on leadership work, along with the goal of becoming outstanding officers in the near future. The end goal of 09-R is to build the best officers for the Army, and that's what our goal is as twins, to motivate and help one another become our best. Not just for each other, but for our fellow troops."



NATIONALGUARD.COM/MN



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](#)



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](#)



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](#)

Broadcasters Week of Kindness — Set for Week of August 7th

The MBA is declaring the week of **August 7th**, “**Broadcasters Week of Kindness**.” The MBA wants to showcase the amazing work Minnesota Radio and TV Members do in their communities. We’ll be highlighting your efforts in meetings with lawmakers at the state and federal levels, and with listeners and viewers throughout Minnesota!

Tell the MBA about what your station(s) are doing during, “Broadcasters Week of Kindness” so we can share the ways you are making an impact. Fill out this [short form](#) and make sure you tag your efforts on social media with **#KindnessWeekMN** and **#WeAreBroadcasters**.

Broadcasters Week of Kindness

Presented by
Minnesota Broadcasters Association
Week of August 7th

Proud to Support Our Community!

#KindnessWeekMN
#WeAreBroadcasters



Broadcasters Strengthen Local Communities #WeAreBroadcasters

BOB-FM hosted their annual “Longest Day Broadcast” on June 21st to raise awareness and funds for Alzheimer’s Association of Minnesota and North Dakota. They raised, over \$15,000 which surpassed their \$5,000 goal!



KIMT-TV in Rochester features one non-profit a month. Recently, they have featured the **Jeremiah Program**, **Project Legacy** and **Southeast Regional Crisis Center**. The station features stories on the non-profit’s mission and ways to donate and volunteer.

The **WCCO-AM** Radio Auction for Be The Match raised \$80,000 to help further the Be The Match mission. (Photo credit: Brad Lane, WCCO-AM)



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

Chair's Column Continued (from page 1)

In my experience in talking to our elected officials in D.C., I continue to stress that Minnesota has elected officials who truly value their local broadcasters.

There are a couple dates broadcasters should look forward to on their calendar. In August or September, the Twin Cities television market will make the change over to Next Gen TV. A recognition event for this milestone is being planned. Despite our smoky, hazy skies, there's still plenty of summer to enjoy, but please circle October 2nd – October 4th on your calendar for the MBA Annual Conference, taking place at the St. Paul Hotel. I know the planning committee has a great event in store for you. Registration for the event is now available (page 5).

The Minnesota Broadcaster's Association is here to serve you, the members and to look out for the industry that we all love. You can rest assured that Wendy Paulson and Tim Hyde at our MBA office are looking out for each of us every day. As our second quarter of the year ends, I wish you continued success in the markets you serve and clearer skies above!

Take Care!

Todd Wentworth

Visit the MBA's New and Improved Website

