

SUMMER, 2026

www.minnesotabroadcasters.com

MINNESOTA
BROADCASTERS
ASSOCIATION

NEWSLETTER



Welcome to the Summer edition of the Minnesota Broadcasters Association Newsletter! Inside, you'll find the President's report, Board Chair update, advocacy news, service highlights, community spotlights, details about the Minnesota Broadcasters Annual Conference and Excellence Awards, Minnesota Broadcasters Hall of Fame and other upcoming events.

This issue celebrates the incredible work of broadcasters across Minnesota — from local news to entertainment, your voices shape our communities.

Stay informed, stay connected, and keep broadcasting strong.

What's Inside This Issue

President's Report | Board Chair Report
Advocacy Updates | Services Updates
Broadcasters in the Community | Events & Conferences



minnesota broadcasters association

The Minnesota Broadcasters Association is a united voice that promotes and advocates for broadcasting by representing the radio and television industry and their related platforms.



Written By: MBA President, Wendy Paulson

President's Report: A Spring and Summer of Momentum

Summer is often thought of as a time to slow down. For your MBA, this summer has been anything but quiet--and that is a good thing.

As I look through this newsletter, I'm reminded of just how much is happening across Minnesota broadcasting and how proud I am of the work our members are doing every day. You are raising money for families and non profits, mentoring the next generation, reporting on the issues that matter, entertaining your audiences covering local sports, supporting emergency communications and finding new ways to connect with your communities.

At the MBA our job is to support that work--and to make sure the value of local broadcasting is understood by the people whose decisions can impact your ability to serve.

That has meant a strong focus on advocacy. In June, we were in Washington, D.C., meeting with Minnesota's congressional delegation on the issues shaping the future of our industry. And as I write this, we are preparing to return to Capitol Hill with one very clear goal; building the momentum needed to finally pass the AM Radio for Every Vehicle Act. We are incredibly close, but close is not enough. With legislative days running short, we are coming together to make sure Congress understands the urgency of getting this legislation across the finish line.

Here at home, we are also working to build stronger, more meaningful relationships with Minnesota policymakers. This year's legislative session reinforced something we already knew: decisions can move quickly, and the consequences for broadcasters are not always understood before legislation is passed. Our work on the prediction market advertising ban is one example of why the MBA must be present, proactive and persistent at the State Capitol--not just during session, but throughout the year.

Advocacy, however, is only one part of our work.

We continue to expand the services available to every employee of an MBA member station. From the Ten-Minute Trainer Network and RAB webinars to Third Thursday Sessions, our legal hotline, ABIP inspections and regulatory updates, we want MBA membership to provide practical value across your entire organization. I'm especially excited about our new Engineering and Technology Hotline, which will give member stations access to trusted technical guidance and expertise when challenges arise.

Continued on page 18.



**MBA President
Wendy Paulson**

MBA Officers

Chair: Stephanie Hedrick, VP/GM, Gray Media (Rochester)

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

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

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

Board of Directors

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

Scott Christensen, Market Manager, Midwest Communications (Duluth, Hibbing)

Chad Cummings, Owner, Absolute Communications (Worthington)

Marian Davey, SVP and General Manager, FOX Television Group (Twin Cities)

Chris Fee, Owner, Gopher Communications (Crookston)

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

Eric Lonquist, Region President, iHeartMedia (Twin Cities)

Dan Seeman, President | Region Manager, Hubbard Media That Connects (Minnesota)



minnesota broadcasters association

Written By: MBA Board Chair, Stephanie Hedrick

Board Chair Report

Telling our own story--four words that have echoed throughout this year among MBA members and your board of directors.

We inform our viewers and listeners. We listen to their stories. And we use our airwaves to share those stories and serve our communities. But we also have to tell *our* story: how we serve, how we operate, what we do, the impact we make locally, the challenges we face, and the support we need. That has never been more important--whether we're speaking to our audiences, the next generation of broadcasters, current and future clients, or state and federal lawmakers.



**MBA Board Chair
Stephanie Hedrick**

I've seen firsthand how people listen when we do this well. Earlier this summer, Wendy Paulson, Joe Johnston, Tim Hyde and I met with our lawmakers on Capitol Hill and shared what's happening in real time in our newsrooms and studios. We talked about our commitment to providing free, over-the-air news, weather, music, and coverage of their favorite sports teams. I'm proud to report they support the AM Radio for Every Vehicle Act, recognize the uneven guardrails placed on broadcasters versus Big Tech, and are beginning to better understand the financial pressures it takes to stay on the air.

Here in Minnesota, we've also seen what happens when legislation moves forward without a clear understanding of how it impacts broadcasters--most recently with the ban on prediction markets and the downstream consequences it creates for advertising on our platforms. While the MBA remains hopeful the language will be stopped in the courts, it has sparked an even more important takeaway: we have to be proactive and present--*before* decisions are made. I'm grateful for the tenacity Wendy Paulson and Tim Hyde have shown, working with our lobbyists to ensure the MBA has a more visible seat at the table with state lawmakers. As your MBA Chair, I've had the privilege of joining Winthrop & Weinstine, Wendy, and Tim to build a plan that helps lawmakers not only understand our work, but carry it with them--so that when they review future bills, they instinctively consider how broadcasters will be affected.

This strategy also involves you. As station owners and managers, we need to be ready to speak clearly with our policymakers about what we do and why it matters. When a representative, senator and/or other public officials visit your station, how do we turn that moment into a real understanding of the future of broadcasting in Minnesota? We're excited to share more soon about your role in this effort--and the support the MBA will provide.

Later this month is another important milestone. The MBA Board of Directors will meet to review input from many of you and build a strategic plan for the next 3-5 years. That work will focus on advocacy, support, and innovation.

And then, in October, it all comes together--literally at The Confluence Hotel in Hastings--when we share that plan at the MBA Annual Conference. We will also celebrate our own individual stories by honoring many of you at the first ever MBA Excellence Awards. My hope is that we'll leave with a shared sense of momentum and clarity: our future is bright, but it's up to us to make sure others see it, too--by telling our own story. We'll see you there!

Stephanie Hedrick
VP, General Manager
Gray Media, Rochester
MBA Board Chair

SUMMER, 2026

www.minnesotabroadcasters.com

MINNESOTA
BROADCASTERS
ASSOCIATION

ADVOCACY



Advocacy Updates

Federal

Meeting in Rep. Finstad's
Office on June 9th.

The MBA was in Washington D.C. recently to meet with Minnesota's lawmakers. We spoke to them about a variety of issues including pushing for a vote to pass the AM Radio for Every Vehicle Act, Local Radio Freedom Act, Sports Broadcasting Act and NextGenTV.

We also made sure our federal lawmakers were aware of issues impacting broadcasters in the State of Minnesota which you can read more about on the next page.

Thank you to MBA Board Chair, Stephanie Hedrick and MBA Advocacy Chair and Immediate Past Chair, Joe Johnston for being the voice for local broadcasters during this visit in June.

Get Involved!

Do you want to learn more about MBA's advocacy efforts and add your voice to the issues that matter most to Minnesota broadcasters? Reach out to MBA President, [Wendy Paulson](#) for more information.

NAB AM Radio Toolkit

With time running short on the legislative calendar, put the [AM Radio Toolkit](#) to work: air the provided spots, localize the sample scripts, discuss the issue on air, encourage listeners to contact Congress, post digital banners, and share the message across social media.



● Key Advocacy Updates

AM Radio for Every Vehicle Act (H.R.979 | S. 315): At the time of this writing, there are nearly 380 House and Senate co-sponsors including all of Minnesota's delegation. The AM Radio for Every Vehicle is closer than ever to passing. It was just embedded into the Motor Vehicle Modernization Act of 2026 after a 48-1 House Energy and Commerce Committee vote. The MBA along with other state broadcast associations will be meeting in Washington DC on July 13th-14th to push for a vote on the floor in the House and Senate.

Local Radio Freedom Act (H.Con.Res.12 | S.Con.Res.8): At the time of this writing, there are over 225 co-sponsors in the House and 25 in the Senate. The MBA continues to follow up with Rep. Craig, Rep. Morrison, Rep. Omar and Senators Klobuchar and Smith to ask for their support.

Sports Broadcasting Act in the Streaming Era:

Sports fans are paying more for less access to watch their teams. Broadcast TV remains the most consumer-friendly platform. Congress needs to review the Sports Broadcasting Act to ensure fans remain at the center of the system and that the public interest benefits are preserved for the next generation of American sports fans.

NEXTGEN TV ATSC 3.0: As broadcasters move to unleash the next generation of free broadcast television service, Congress and the FCC should continue supporting its quick rollout and enable stations to provide the absolute best services for broadcast viewers.

SUMMER, 2026

www.minnesotabroadcasters.com

MINNESOTA
BROADCASTERS
ASSOCIATION

ADVOCACY



Advocacy Updates

State

MBA President, Wendy Paulson testified in support of HF 4072 Local News Talent Pipeline Program in March. Pictured with Rep. Wayne Johnson.

The MBA spoke with lawmakers about various issues this legislative session. These included the Local News and Small Business Advertising Tax Credit, Local News Loan Guarantee Program Act, Local News Talent Pipeline Act, Sports Betting and Compliance with a 2025 statutory requirement for state agencies to publicly report their local news advertising.

MBA President, Wendy Paulson testified in March in front of the Minnesota Senate Jobs and Economic Development Committee in support of the Local News and Talent Pipeline Program (SF 4183). Pictured here with **Senator Heather Gustafson**.



MBA State PAC

The MBA State PAC gives members of the broadcasting community the opportunity to build deeper relationships with Minnesota's. Learn more about the [MBA State PAC](#) and how you and how you can get involved.

● Key Advocacy Update

Prediction Market Ad Ban Update (7/2): From Tom Hanson and Haley Cobb of Winthrop & Weinstine:

Federal Judge Hears Challenge to Minnesota Prediction Market Law.

U.S. District Judge Katherine Menendez heard oral arguments on July 2 in the consolidated lawsuits challenging Minnesota's new prediction market law, including cases brought by the Commodity Futures Trading Commission (CFTC), Kalshi, and Polymarket. The plaintiffs argued that federal commodities law preempts Minnesota's prohibition on operating and advertising prediction markets. Minnesota argued that it retains authority to challenge specific contracts through the CFTC's administrative process.

Judge Menendez did not issue a ruling from the bench and instead took the motions for preliminary injunction under advisement. A written decision is expected before the law's August 1 effective date, when the court will determine whether enforcement of the law should be temporarily blocked while the litigation proceeds. We will continue to monitor and inform members of the latest developments.

MBA State PAC Fundraiser - August 4th

The MBA State PAC invites you to attend a fundraiser on Tuesday, August 4th at the St. Paul Saints Game at CHS Field in St. Paul. There is a suggested donation of \$60 to the MBA State PAC to attend.

Interested in attending? RSVP to mbastatepac@minnesotabroadcasters.com.

SUMMER, 2026

www.minnesotabroadcasters.com

MINNESOTA
BROADCASTERS
ASSOCIATION

SERVICES



Meeting Your Needs

The MBA is committed to providing the resources, advocacy and connections broadcasters need to succeed in an evolving media landscape. Through professional development opportunities, legal hotlines, FCC and regulatory updates, networking opportunities, job bank, scholarships and industry recognition, the MBA delivers valuable services that strengthen radio and TV stations across Minnesota.

By bringing broadcasters together at events, to share ideas, address challenges, and celebrate excellence, the MBA helps members stay informed, connected and prepared.

If you work for an MBA Member Radio or TV station, you are an MBA Member. If there is someone on your team, that should be added to MBA's Communications and Services, please reach out to [Tim Hyde](#).

● MBA Member Services

Learning Opportunities | Events
MBA Job Bank | Legal Hotline Attorneys
MBA Communications | Annual Conference
Hall of Fame | Networking | ABIP Inspections



Written By: MBA Dir. of Ops. and Member Services, Tim Hyde

Services Report: Meeting Your Needs

Did you know? If you work for an MBA Member Station...you're an MBA Member! That means you're part of a powerful network and have full access to all the resources, events, and services we offer. This includes the **Ten Minute Trainer Network**, **RAB Live Webinar Series**, **Third Thursday Sessions**, **opportunities to grow and connect**, **access to MBA's legal hotline attorney's David Oxenford and Mark Anfinson**, **opportunity to post jobs in the MBA Job Bank**, **invites to events** and much more!

These services wouldn't be possible without our members support of the MBA's NCSA/PEP campaigns with the **Minnesota National Guard**, **Mental Health Minnesota**, **Minnesota Department of Agriculture** and more. Thank you for airing these campaigns and making an impact in communities throughout the state.



MBA Dir. of Ops. & Member Services
Tim Hyde

If you have ideas for new services, want to get more involved, or simply want to learn more--I'd love to chat! Thank you for being a member! We are stronger with you in it!

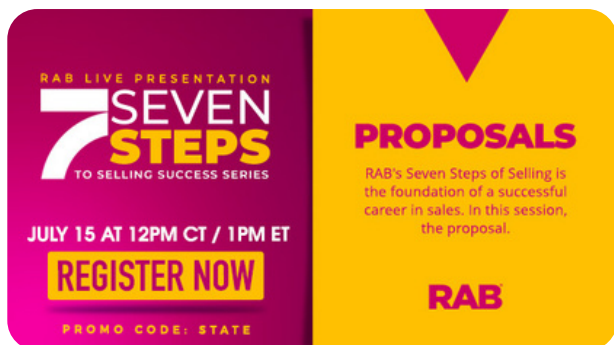
TEN X MINUTE TRAINER NETWORK

The **Ten-Minute Trainer Network** is a free service for MBA Members. Sign-up for your account [here](#). Click the images below to sign-up for the live sessions.



RAB®

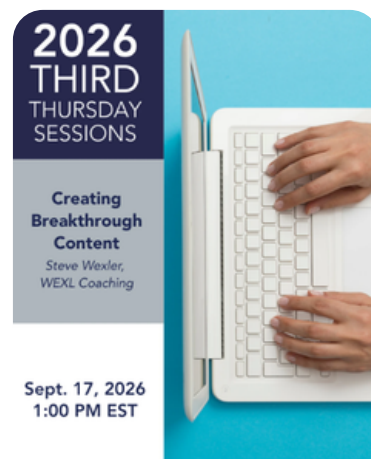
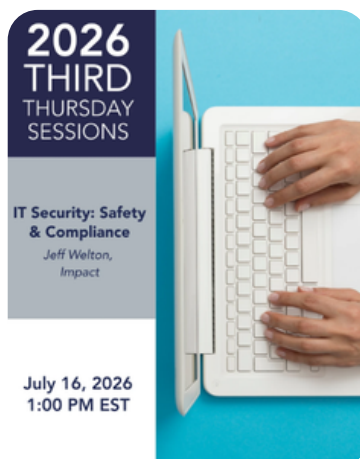
The MBA partnered with **RAB** on a series of webinars that are offered free for MBA Members. Click the images below to sign up with the **promo code, State**.





Recording: "Getting in the Room: Political Ad Dollars."

[Watch it now.](#)



Third Thursday Sessions are free for MBA Members. Click the images above to register. Use the code, **NASBA26** when registering.

Exciting News – Engineering and Technology Hotline with NRTS

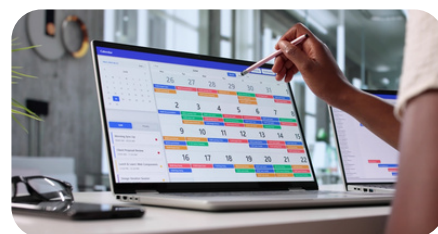
The Minnesota Broadcasters Association Engineering and Technology Hotline, in partnership with National Radio and Technical Support (NRTS), provides MBA member stations with direct access to trusted technical expertise and engineering support. Designed to help broadcasters navigate the fast-changing world of broadcast technology, the hotline offers guidance on technical troubleshooting and equipment concerns. Whether stations need assistance maintaining reliable on-air operations or preparing for the future of broadcasting, this member benefit delivers timely resources and expert insight to help keep Minnesota broadcasters connected, informed, and on the air. More information will be sent to stations soon about this service.



Important Dates

2026 Lowest Unit Rate Dates

- June 27, 2026 - August 11, 2026 (Primary Election)
- September 4, 2026 - November 3, 2026 (General Election)



MBA Job Bank

Do you have a job opportunity to post in the [MBA Job Bank](#)? Send it to [Tim Hyde](#) with job title, description and how to apply.

SUMMER, 2026

MINNESOTA
BROADCASTERS
ASSOCIATION

www.minnesotabroadcasters.com

EVENTS

2026 MBA Annual Conference & Excellence Awards & Registration

Registration is now open for the **2026 Minnesota Broadcasters Annual Conference and Excellence Awards**, taking place **October 7th-8th** in **Hastings at The Confluence Hotel**. Join broadcasters from across the state for a day and a half of industry insights, networking, innovation and celebration as we recognize outstanding achievements in broadcasting during the MBA Excellence Awards. This year's conference theme, "The Great Media Confluence: Where Innovation Flows," will bring together leaders in radio, TV, digital media, sales, and management to explore the future.

Upcoming Events

July 23 | [MBA Ascertainment Meeting](#), Detroit Lakes

Sept 14-16 | [Midwest Regional Broadcasters Clinic](#), Madison, WI

Oct 7-8 | [MBA Annual Conference](#), Hastings

Oct 7 | [MBA Excellence Awards](#), Hastings

Nov 20 | [Minnesota Broadcasters Hall of Fame Induction](#), Stillwater

April 20-21 | [2027 Heartland Media Conference](#), Fargo, ND
(Registration launches in December)

View Full Events Schedule at
MinnesotaBroadcasters.com



SUMMER, 2026

MINNESOTA
BROADCASTERS
ASSOCIATION

www.minnesotabroadcasters.com

HALL OF FAME



Minnesota Broadcasters Hall of Fame Induction Ceremony & Dinner

Friday, November 20th

6:00 p.m.

Happy Hour & Social

7:00 p.m.

Induction Ceremony & Dinner

Location

JX Venue

123 2nd Street

Stillwater, MN 55082



minnesota broadcasters association

www.minnesotabroadcasters.com

2026 Minnesota Broadcasters Hall of Fame Inductees

Dan Gladden
Minnesota Twins
Radio Network



Belinda Jensen
KARE-TV



Mylan Ray
Christensen
Broadcasting



Dave Ryan
KDWB-FM



Dan Seeman
Hubbard Radio



Gregg Swedberg
iHeartMedia



Frank Vascellaro &
Amelia Santaniello
WCCO-TV



Legacy Award
Recipient
Julian Hoshal
WDSE-TV



Get Your Tickets

SUMMER, 2026
MINNESOTA
BROADCASTERS
ASSOCIATION

SCHOLARSHIP

www.minnesotabroadcasters.com



2026 MBA James Wychor Scholarship Recipients

On June 15th the Minnesota State High School League honored the 2026 MBA James Wychor Scholarship Recipients at Target Field prior to the Class AAAA State Baseball Championship Game.

Thank you to the Minnesota State High School League for their support of the next generation of broadcasters!

Learn more about the 2026 Scholarship Recipients below. Please help us cheer them on as they enter school this Fall. **Watch** how the MBA surprised them with being a 2026 Scholarship Recipient.

Lillian Blumb



Eastview High School
Attending: University of Indiana
Major: Journalism

Mia Noonan



Eastview High School
Attending: Ithaca College
Major: Sports Media

Makayla Taylor



Spectrum High School
Attending: University of St. Thomas
Major: Marketing Management & Digital Media Arts

Latasaija Garner



Denfeld High School
Attending: Loyola University
Major: Journalism

Alex Parker



Alex Parker
Attending: Calvin University
Major: Sports Communication & Broadcasting

Briel Green



Eastview High School
Attending: Loyola University
Major: Journalism

Jabari Strader

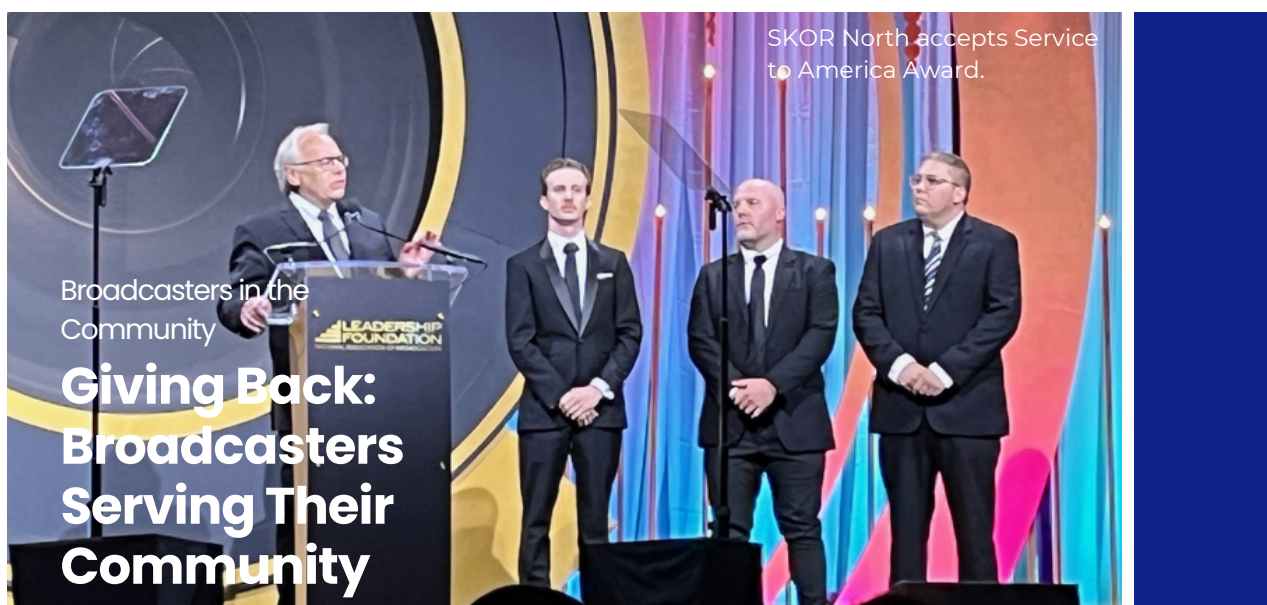


Edina High School
Attending: University of Jamestown
Major: Sports Communication



View a full list of MBA James Wychor Scholarship Recipients MinnesotaBroadcasters.com

COMMUNITY



Across the state, Minnesota broadcasters are stepping beyond the airwaves to make a lasting difference in the communities they serve. From food drives, fundraisers for Alzheimer's and NMPD, MBA members lead the way.

As we look ahead to August, MBA's Broadcasters Week of Kindness will take place during the week of August 3rd. Whether it's collecting school supplies for school students, packing or collecting food for the local food bank or cleaning up a local park, tell us about your activation in the link below.

Gracie Awards Recipients

Falen (KDWB-FM) and **Holly** (KTMJ-FM) received Alliance for Women in Media Gracie Awards on June 16th in a ceremony in New York City. Congratulations!

MBA Broadcasters Week of Kindness

Week of August 3rd. [Tell us](#) about your station's MBA Broadcasters Week of Kindness Activation.

SKOR North accepts Service to America Award.

Service to America Award

Recently, **SKOR North's Purple Daily Podcast** received the NAB Leadership Foundation's Service to America Award for Podcast for Purple Daily Cares which raised nearly \$60,000 in 2025 for several local non-profits.

Community Impact Highlights

- **WCCO-AM** raised \$82,000+ for NMDP during an on-air auction with proceeds going to cure blood cancer.
- **Radio Works** in Worthington hosted a gift card fundraiser for local families impacted by a tragic accident. The fundraiser raised over \$20,000.
- **WCCO-TV** packed summer activity packets for Greater Minneapolis Crisis Nursery, Keystone Community Services, and Merrik Community Services.
- **KLCI-FM** raised over \$37,500 during their Longest Day Radiothon for Alzheimer's Association of MN/ND. This puts them over \$100,000 raised in 7 years of the Radiothon. See photo below.



MBA members continue to demonstrate that broadcasting is more than media — it is a cornerstone of community well-being, civic pride, and Minnesota's vibrant local culture.

SUMMER, 2026

www.minnesotabroadcasters.com

MINNESOTA
BROADCASTERS
ASSOCIATION

COMPLIANCE



MBA Legal Hotline, FCC and EAS Updates

Allison Howell, Senior Legal Advisor to FCC Chairman Carr visits the MBA and Hubbard Broadcasting.

Broadcasters operate in a constantly evolving regulator environment, making it essential to stay informed about the latest FCC requirements and EAS developments. The MBA monitors and sends alerts to MBA Members about federal regulatory activity, filing deadlines, compliance obligations, rule changes and requirements.

Staying current on these issues helps stations maintain compliance, avoid potential enforcement actions, and ensure you remain prepared to serve your community during emergencies.

Member Service

Do you have a general question for an MBA Legal Hotline Attorney; David Oxenford (FCC, EEO, Political Advertising) or Mark Anfinson (First Amendment, Advertising)?

Reach out to [Tim Hyde](#).

Broadcast Law Blog from David Oxenford

- **FCC Adopts Order to Secure EAS System - Broadcasters' Program Chain Must Be Behind Firewall Soon.** [Read more](#)
- **This Week at the FCC containing FCC guidelines for broadcasters on disclosing if they are owned or controlled by a "foreign adversary."** [Read more.](#)

Allison Howell Visit

Allison Howell, Sr. Legal Advisor to FCC Chairman Carr met with broadcasters and stakeholders of the industry including: MBA President, **Wendy Paulson**, **Rob Hubbard**, **Ginny Hubbard**, **Joe Johnston**, and **Dan Seeman** of Hubbard Broadcasting, **Stephanie Hedrick** of Gray Media, **Chris Fee** of Gopher Communications, **Laura Oakes** of Audacy, **Elizabeth Allen** of Children's Cancer Research Fund, **Tashina Schroeder** of The Bond Between and **David O'Connor**, **Bryan Tramont** and **Jennifer Tattel** of Wilkinson|Barker|Knauer. Photo above.

David Oxenford, FCC Attorney

MBA Legal Hotline Attorney, David Oxenford's Broadcast Law Blog provides updates on FCC news, deadlines, requirements and special alerts. Stay up to date with compliance in the Broadcast Law Blog. Stay up to date with important dates in the [2026 Broadcasters Regulatory Calendar](#).

Mark Anfinson, First Amendment Attorney

Q&A with an MBA Legal Hotline Attorney. "A local advertiser gave us advertising copy that included a musical jingle. However, the advertiser didn't tell us where the jingle came from." [Read More.](#)

ABIP Inspections Update

MBA ABIP Inspector, Craig Bomgaars is in the field throughout the state doing ABIP Inspections. He has also been reaching out to stations to schedule. If you have signed up for an ABIP Inspection, make sure to respond to Craig and get him on your calendar. Inspections will continue through the Fall.

SUMMER, 2026

www.minnesotabroadcasters.com

MINNESOTA
BROADCASTERS
ASSOCIATION

MEMBER NEWS



Dave Ryan farewell show on May 21st at Mall of America.

KFAN-FM featured on NASCAR Stock Car

KFAN-FM was featured on William Sawalich's Joe Gibbs Racing Toyota at Charlotte Motor Speedway on May 23rd.



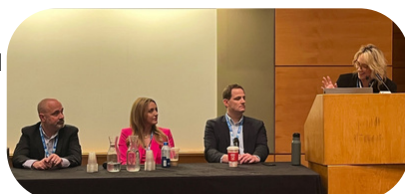
Visit to Tri-County Broadcasting

The MBA stopped by Tri-County Broadcasting in Sauk Rapids recently.



JEA NSPA National High School Journalism Conference

MBA President, **Wendy Paulson** moderated a panel discussion at the JEA NSPA National High School Journalism Conference. **Matt Kummer** (KARE-TV), **Morgan Wolfe** (KARE-TV), and **Mike Durkin** (KMSP-TV) joined the panel discussion.



Dave Ryan

Retired after 33 years at KDWB-FM



John Ziegler

Named Chief Meteorologist at KARE-TV



Denny Long

Retired after 55 years at WCCO-AM



Falen and Colt

KDWB afternoon hosts switched to become KDWB-FM morning show hosts



Belinda Jensen

Retired after 30 years at KARE-TV



Do you have an update to share with the MBA?
Send it to [Tim Hyde](mailto:tim.hyde@minnesotabroadcasters.com).

SUMMER, 2026

MINNESOTA
BROADCASTERS
ASSOCIATION

www.minnesotabroadcasters.com

PARTNERS



The MN Army National Guard hosted Signing Day events in High Schools across Minnesota including Moorhead High School, Hutchinson High School, Austin High School, Worthington High School, and Sauk Rapids High School.

Thank you to MBA members for covering these events in their community and thank you for airing the NCSA/PEP campaign spots!

Congratulations to all these recent High School graduates for signing up for the Minnesota Army National Guard!

Take a look back at the Minnesota Army National Guard [Swearing-In Ceremony](#) from March at MSHSL State Basketball!

The MBA's NCSA/PEP Campaigns, pay for the services that are offered to MBA Member Stations like the Ten Minute Trainer Network, Third Thursday Sessions, MBA Legal Hotline Attorney's and more.

MBA NCSA/PEP Campaigns

Minnesota Army National Guard



February 1, 2026-January 31, 2027

A radio and TV campaign continues. [Download](#) details and spots.

Mental Health Minnesota



February 1, 2026-January 31, 2027

A radio campaign continues. [Download](#) details and spots.

Minnesota Department of Agriculture



May 1, 2026-July 31, 2026

A radio campaign continues. [Download](#) details and spots.

Secretary of State Office



July 10, 2026-December 31, 2026

A radio campaign started on July 10th. A TV campaign will be coming soon. More information will be posted [here](#) and sent to stations.

SUMMER, 2026

MINNESOTA
BROADCASTERS
ASSOCIATION

www.minnesotabroadcasters.com

ASSOCIATE MEMBERS

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

Contact: [Carla Beaurline](#)

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

Contact: [Joel Glaser](#)

Hubbard School of Journalism at the University of Minnesota is preparing students for the evolving world of journalism, advertising and public relations.

Contact: [Meg Martin](#)

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

Contact: [Todd Kalman](#)

Midwest IT provides managed IT support, cybersecurity and cloud services.

Contact: [Ron Smieja](#)

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

Contact: [Lisa Hills](#)

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: [Ashley Byrd](#)

National Association of Farm Broadcasting (NAFB) has connected farm broadcasters with the agricultural community and the agri-marketing industry since 1944.

Contact: [Gardner Hatch](#)

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

Contact: [Jim Offerdahl](#)

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

Contact: [Nina Larson Weber](#)

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

Contact: [Steve Moravec](#)

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

Contact: [Don Wick](#)

SignPro of Mankato is a custom sign graphics design company that understands broadcast company branding. SignPro can design, build and install your brand on any surface for special events, on vehicle, on building exteriors and 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: [Anna Long](#)

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 law to work.

Contact: [Tami Diehm](#)

Interested in being an MBA Associate Member? Contact the [MBA](#).

SUMMER, 2026

MINNESOTA
BROADCASTERS
ASSOCIATION

www.minnesotabroadcasters.com

INDUSTRY PARTNERS



The MBA works with a variety of industry stakeholders who help strengthen and advance local broadcasting across the state. These stakeholders share a commitment to serving Minnesota communities through trusted local media.

By growing strong relationships among stakeholders, the Association helps ensure a vibrant and sustainable future for Minnesota's broadcasting industry.

Interested in being an MBA Associate Member? Please reach out to the [MBA](#).

Minnesota Journalism Center Events



Pavek Museum Events



**MINNESOTA
BROADCASTERS
ASSOCIATION****President's Report: Continued
from page 2.**

We're also investing in the future. This summer, we celebrated our 2026 MBA James Wychor Scholarship recipients at Target Field. Meeting these talented young people and hearing about their plans to pursue careers in journalism, sports media, broadcasting and digital media was a wonderful reminder that the next generation is ready to tell stories, serve communities and carry our industry forward. Our responsibility is to make sure they see a future for themselves in local broadcasting.

And there is much more ahead.

This October, we'll gather at The Confluence Hotel in Hastings for our Annual Conference and the first-ever MBA Excellence Awards. The theme, "The Great Media Confluence: Where Innovation Flows," feels especially fitting. Radio, television, digital content, sales, technology and community service are increasingly interconnected, and our conference will bring those conversations together.

Then, in November, we will celebrate another remarkable class of Minnesota Broadcasters Hall of Fame inductees. I hope you'll join us as we honor the careers, voices and contributions that have helped shape broadcasting in our state.

There is a great deal happening at your MBA, but none of it happens without you. Your engagement, your ideas, your participation and your support make this association stronger. Whether you are airing an NCSA/PEP campaign, attending an advocacy meeting, joining a webinar, welcoming a policymaker into your station, sharing a community impact story or simply calling us with an idea or concern--you are part of this work.

Thank you for everything you do for your audiences, your communities and for one another. I hope you enjoy the rest of your summer, and I look forward to seeing many of you in Hastings this October.

Wendy Paulson
President
Minnesota Broadcasters Association



2700 Territorial Road
Suite 100
St. Paul, MN 55114
612-926-8123