A professional headshot of Vincent T. Wasilewski, a middle-aged man with short, graying hair, wearing glasses, a dark suit jacket, a white dress shirt, and a blue patterned tie with yellow and green stripes. He is smiling slightly and looking directly at the camera against a dark background.

IBA  
VINCENT T.  
WASILEWSKI  
"BROADCASTER  
OF THE YEAR"

LARRY WERT

[(TRANSMITTER)]

MAY 2017

INSIDE- PLAN YOUR TRIP TO MAKING MONEY ON MAIN STREET



## FROM THE PRESIDENT

### DENNIS LYLE, IBA PRESIDENT/CEO

Earlier this month, I sent a letter to IBA-member GMs and DOS' encouraging attendance at IBA2017. I next used many of those same talking points in producing a video encouraging attendance <http://ilba.org/events/conferences>. I'm so convinced our IBA2017 Steering Committee has hit a homerun with this year's annual IBA conference, I thought it wise to use this month's column to drive home those "selling points" yet again; this time, to our entire *Transmitter* readership. Here goes-

#### 1) **Many, if not most, IBA2017 attendees can commute!**

With a central Illinois location and sellers' sessions not beginning until 9:30am, most attendees can likely commute same-day to our one-day conference. Our earliest session begins at 7:30am over a full breakfast with our "Legislative, Legal, and Regulatory" session for Owners, GMs, and Ops Managers, but again, sellers' sessions don't begin until 9:30am.

#### 2) **Shorter Sessions!**

With the exception of the above-mentioned 7:30am breakfast session, session times have been reduced to 60 minutes each!

#### 3) **Four panel sessions!**

Sure, we have exceptional professional presenters too, but we're also interspersing the day with four, count 'em, four panel sessions on today's hottest topics, assembling some of the brightest and most successful professionals in the biz including an "ideas" panel, an "auto advertising/industry" panel, an "advertisers who spell success" "l-o-c-a-l b-r-o-a-d-c-a-s-t m-e-d-i-a" panel, and of course, our morning "legislative, legal, and regulatory" breakfast panel.

#### 4) **Lunch with Illini Coach Brad Underwood included!**

Less than a month on the job and new Head Coach Underwood signs **Mark Smith**, Illinois' 2017 "Mr. Basketball." Now *that's* making a sale! Don't miss this early opportunity to get better acquainted with the Illini's new head coach over lunch, included to all attendees

#### 5) **RAB and P1 Learning are "in the house!"**

RAB's **Jeff Schmidt** presents back-to-back two of RAB's most requested sales sessions and P1 Learning's **Speed**

# [[TRANSMITTER]]

**Marriott** tackles "Enhancing Digital Sales" in a two-part, back-to-back, morning session.

#### 6) **The "Auto Advertising Category"-Need We Say More?**

Eckstein, Summers, Armbruster & Company's **Adam Armbruster** and **Jake Winchell** provide the latest auto dealer trends, needs, and how to approach them about broadcast and digital. Don't miss this dynamic two-person presentation with plenty of successful dealer examples."

#### 7) **There's Nothing Like Networking, regardless your size market!**

It's amazing what you'll learn when you find yourself a part of a group of dedicated broadcasters, regardless of market size. You'll never know unless you attend.

IBA2017 is just weeks away. Register now at <http://www.ilba.org> when clicking on the Main Street logo. As always, thanks for your ongoing support of the IBA. I look forward to seeing you on Tuesday, June 27th. (DL)

## ABOUT THE COVER

*"That some achieve great success, is proof to all that others can achieve it as well," Abraham Lincoln.*

Congratulations to Larry Wert as he becomes the IBA's 32nd Vincent T. Wasilewski "Broadcaster of the Year" on June 8th, as part of the Silver Dome Awards Gala, presented by AT&T to be held in the Abraham Lincoln Presidential Museum.



# LARRY WERT IS 2017 BROADCASTER OF THE YEAR

Larry Wert will be honored as IBA's Vincent T. Wasilewski "Broadcaster of the Year" on June 8, 2017 as part of IBA's Silver Dome Awards Gala, presented by AT&T.

Larry Wert was appointed President/Broadcast Media of Tribune Media in February 2013. He is responsible for overseeing the strategy and day-to-day activities of Tribune Media Company's 42 owned or operated television stations, their related websites, and the company's Chicago radio station WGN-AM. Wert was appointed to the NAB TV Board of Directors in April 2015.

Wert came to Tribune Media Company from WMAQ-TV, the NBC owned and operated station in Chicago where he was President/general manager. During his tenure there he expanded local news hours, launched the first street side studio in the city and oversaw integration of WSNS-TV/Telemundo into the station. Under his leadership he brought key events to the station including the Chicago Marathon and Chicago Auto Show.

A Chicago-area native, Wert has spent over 30 years in broadcasting. He started at Leo Burnett Advertising in Chicago in 1978, and moved on to television sales with ABC, working in Los Angeles, New York and Chicago, where he became local sales manager at WLS-Ch. 7.

In 1989, Wert shifted to radio as president and general manager of WLUP-97.9 FM and AM 1000, better known as "The Loop." In 1996, he was named president of Evergreen Media. When it merged with Chancellor Broadcasting he became senior vice president of Chancellor, overseeing 13 radio properties.

In 1998 he joined WMAQ-TV. During his time at NBC he also had group responsibilities. He was named president of NBC Local's central and western regions in 2008, overseeing NBC-owned stations in Los Angeles, San Francisco, San Diego, Dallas and Chicago. In September, 2011, he became executive vice president of station initiatives for all 10 NBC-owned stations.

Wert was elected to the IBA Board of Directors in June 2003 and served until his term expired in 2009.

Wert is very involved in the community. In October 2016, he was named interim chairman of the Museum of Broadcast Communications. He serves on the Board of Directors for several charities including the Children's Brittle Bone Foundation, Catholic Charities, and the 100 Club. He is a member of the Governing Board of Gilda's Club of Chicago, an advisor the Chicago Chapter of Make-A-Wish Foundation and honorary board member of RAINBOWS, an organization that helps children cope with loss. Wert also sits on the IBA Board of Directors and the Board of Trustees for Fenwick High School in Oak Park, Ill.

Wert holds a BA degree in Journalism from the University of Wisconsin, Madison. He is married with four children and resides in his hometown of Riverside, Ill.



# VINCENT T. WASILEWSKI

Born December 17, 1922 in Athens, Illinois, Vincent T. Wasilewski would become the 18th President of the National Association of Broadcasters in January 1965. Wasilewski entered the University Of Illinois College Of Engineering in 1940, but World War II would interrupt his studies. He served in the US Air Force from September 1942 until October 1945, and returned to the University at the close of the war. He switched to political science and received his bachelor's degree in 1948, followed by a degree of Doctor of Jurisprudence the following year. Wasilewski joined the NAB's legal staff in 1949, where he spent his entire professional career. Like any true broadcaster, Wasilewski was no stranger to public service, having served on the Board of Directors of the Advertising Council, the Advisory Council on Federal Reports and the American Advertising Federation.



The IBA inducted Wasilewski into its Hall of Fame in 1976. In his honor, the IBA renamed its "Broadcaster of the Year Award" in 1989, as the "Vincent T. Wasilewski Award." The award was created to honor those Illinois broadcasters who exhibit the same passion and dedication to this industry as Wasilewski did. Honorees are recognized for broadcast excellence with their Illinois station(s) and within the broadcast industry as a whole, for the respect they receive from their peers both on a local market and national level, and for their work to achieve a favorable legislative climate for the broadcast industry.

## Past Recipients:

Dan Calibrano, 1985	Merrill Lindsay, 1994	T.J. Vaughan, 2003	Emily Barr, 2014
Charlie Wright, 1986	Joe Bonansinga, 1995	Russ Withers, 2005	Larry Nelson, 2015
Red Quinlan, 1987	Gene Robinson, 1996	Red Pitcher, 2006	Elizabeth (Beth)
Guy Main, 1988	Shelby Harbison,	Marv Dyson, 2007	Neuhoff, 2016
Ward Quaal, 1989	1997	Leo Henning, 2008	Larry Wert, will be
August Meyer, 1990	Fritz Frederick, 1998	Bayard "Bud"	honored 2017
Gene Dybvig, 1991	Jack Everette, 1999	Walters, 2009	
Wayne Vriesman,	Thomas Oakley, 2000	Geoff Neuhoff, 2010	
1992	Tom Land, 2001	Perry Sook, 2011	
Bill Hansen, 1993	Hayward Talley, 2002	Ralph T. Oakley, 2012	
		Drew Horowitz, 2013	

# DON SHARP, A TRUE PIONEER



As a kid growing up in Dundee, Ill., northwest of Chicago, Don Sharp did what a lot of other kids have done. As he was shooting baskets and honing his basketball skills, he would provide accompanying play-by-play, describing what he was doing or what he envisioned himself doing. It never occurred to him at the time that he might end up doing such a thing for a living someday. Sharp will be honored as the 2017 IBA W. Russell Withers, Jr., Broadcast Pioneer on June 8, 2017 as part of IBA's Silver Dome Awards Gala, presented by AT&T.

Sharp, now 76, ended up becoming one of the pioneers of sports broadcasting in the Quad-Cities, the first full-time sports anchor for WHBF (Channel 4) and the play-by-play man for Rock Island High School sports for nearly three decades. He did it with an easy, friendly, under-

stated style, sprinkled with gentle humor that was so resonant with viewers and listeners that led him into the Quad-City Sports Hall of Fame.

The longtime Rock Island resident admits he never really thought about broadcasting as a profession until he was a freshman at Beloit College in 1956.

"I was going to be an accountant, but I thought 'Man, this is boring,'" Sharp says. "I went home to Dundee one time and ran into a guy, and he told me he was going to broadcasting school. I said 'Really? I didn't know there was such a thing.'"

That triggered a voyage that didn't end until Sharp retired from WHBF in 2000.

As a young man, Sharp enrolled in a three-month course at the Midwestern School of Broadcasting in Chicago and within months found himself working for a small radio station in Stephenville, Texas. The studio there was out in the middle of a pasture where it was not uncommon for cattle to mosey up to the window while he was on the air.

After six months there, he got a job with WFRL radio in Freeport, Ill., and two years after that he moved to Aberdeen, S.D., where he got to broadcast Class A minor league baseball games.

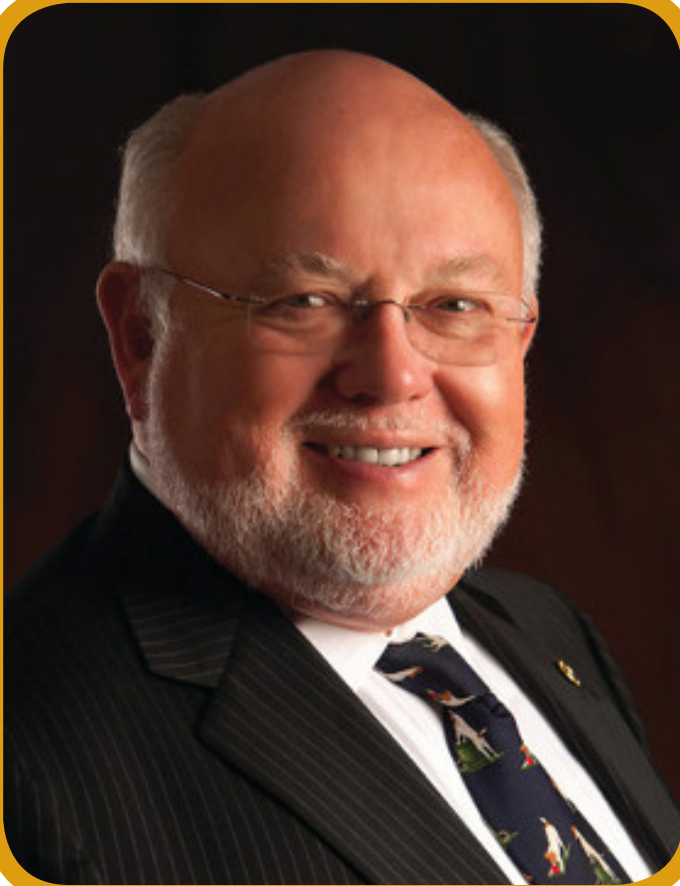
After two years in Aberdeen, Sharp was hired to do radio work at WHBF in the fall of 1962. He was there for only a few months when they informed him that he also was going to take over the sports segment on television at 10:30 each night.

In addition to being the sports anchor at WHBF, Sharp also handled radio play-by-play duties for Rock Island football and basketball for 28 years until he moved from the sports anchor desk to primary news anchor for Channel 4. He moved back to sports in 1995 and did that for five more years before retiring.

Retirement also has afforded Sharp more time to spend with Dorothy, his wife of 56 years, four children, 11 grandchildren and six great grandchildren.

Looking back, he hopes that he left a legacy of lighthearted professionalism.

# IBA'S OWN PIONEER- W. RUSSELL WITHERS, JR.



## BROADCAST PIONEER AWARD

Named after W. Russell Withers, Jr., the Broadcast Pioneer Award recognizes a broadcaster that has been the cornerstone of their community for several decades. Pioneers have spent the majority of their career on-the-air and have maintained the rich history of Illinois broadcasters serving their local communities. Perhaps it's a daily morning talk show, local weather reports, sports legend, or an annual program of community interest, the Broadcast Pioneer will be recognized for their important contribution to their station, their career, and their local community.

W. Russell Withers, Jr., founder and owner of Withers Broadcasting Companies and a longtime member of the IBA Board of Directors and IBFoundation had a passion for local broadcasting and at the time of his death in 2014, had made over 40 station acquisitions in six states.

Russell began his broadcasting career as an announcer/salesman at KGMO in his hometown of Cape Girardeau, Mo. He joined LIN Broadcasting Corporation in Nashville in 1961 as a disc jockey, transitioned to sales and became vice president in 1963. During his tenure with LIN, Russell founded their cable TV division, building 50 systems throughout the Midwest and West.

He was involved in industry associations and served as Chairman of the Mutual Broadcasting affiliate Board for 16 years. He has also served on the Board of the National Association of Broadcasters where he held the past position as Radio Board Chairman, served on the board of Illinois Broadcasters Association.

Russell was a trustee and largest fund-raiser of the National Association of Broadcaster's Political Action Committee (NABPAC) for 20 years. Russell was the recipient of the Wally Jorgenson award for 12 straight years and honored by the Broadcasters' Foundation with a Broadcast Pioneer Award. He was an early member of IdeaBank International and was also a member of the Associated Press Broadcast Board. Additionally, he served as Chairman of the Illinois Broadcasters Association Foundation and was named Broadcaster of the Year in 2005 by the Illinois Broadcasters Association. In 2013, Russell was granted the Honored of Order of Lincoln, Illinois highest honor for professional accomplishments and public service.

# IBA2017 “MAKING MONEY ON MIAN STREET”

A black asphalt road with white dashed lines in the center and solid lines on the sides, receding into the distance. The road is flanked by green grass. In the center of the road, a large, dark grey dollar sign (\$) is superimposed, with the road continuing through it. The background is a bright blue sky with scattered white clouds.

JUNE 27<sup>TH</sup>, 2017  
NORMAL, IL

## REGISTER BY JUNE 14TH

**\$49 SELLER PASS:** Includes all sales and digital sessions, admissions to the Westwood One Luncheon featuring Illini Basketball Coach Brad Underwood.

**\$99 MANAGER PASS:** Includes Manager's breakfast at 7:30 am, Legislative, Legal and Regulatory Session, all sales and digital sessions, and admission to the Westwood One Luncheon featuring Illini Basketball Coach Brad Underwood.

Complete details and online registration at [www.ilba.org](http://www.ilba.org)

# RAB RADIO ADVERTISING BUREAU

## JEFF SCHMIDT



### SVP - PROFESSIONAL DEVELOPMENT

Jeff helps you sell more. He lives his personal mission statement: Think BIG and make BIG things happen. Jeff is a 28-year veteran of the streets who uses his experience, creativity and passion to help you become a more successful seller or sales manager sooner.

While his mother wanted him to become a preacher or a lawyer, Jeff became an Accidental Salesperson with the Midwest Family Broadcast Group in the 80's. Jeff has navigated the complexities of working for small independently owned companies, survived the tumultuous and anxiety filled moments of 6 ownership changes, and excelled in the corporate broadcasting arena. He rose through the ranks of sales manager, market manager and regional vice president for the 2nd largest broadcast company in the world before joining RAB as SVP of Professional Development.

Jeff has led 1034 sales meetings, conducted 341 seminars so far. He is currently impacting the lives of sellers in the United States, Canada, Africa, Bulgaria, New Zealand and Australia.

## Session 1

### Creating Customers For Life

New business development is the driving force for new revenue, but keeping and growing existing advertisers is equally as important to maintain year-over-year growth. Stop re-selling the same inventory, reduce client turnover, and make your advertisers “customers for life.”

## Session 2

### Bring a Closing Attitude to Every Presentation

Wouldn't it be nice if every presentation ended with the prospect saying, “Yes”? The reality is, most times, the prospect will have an objection. However, it's important to remember that objections are a natural part of the closing process. Learn a proven system that improves your closing ratio

### There is more from RAB in June- RAB June Webinar

#### What Agencies Want From Their Media Partners

TUESDAY, JUNE 20, 2017

10:00 am Central OR THURSDAY, JUNE 22, 2017

3:00 pm Central

Guest: Ben Thomas, Buntin Group

Media sales is an ever-evolving profession. If you're selling the same way you were just two years ago, you're out of date. Learn what has changed in dealing with agencies, how they have evolved, and what they want and need from you now.

#### **RAB WEBINAR CONNECTION DETAILS**

Join: [http://rab.adobeconnect.com/agencies\\_wants/](http://rab.adobeconnect.com/agencies_wants/)





## Two-part Session

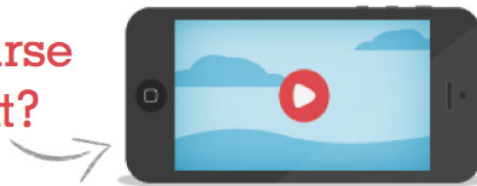
### Enhancing Digital Sales

As a media seller, you must become an absolute champion of both traditional and digital media. You are no longer just a Radio or TV rep, you are a brand and marketing specialist! So whether you're selling digital or traditional media, the process of building a brand is the same. Embracing this is your first step toward success.

#### There is more P1 Learning in June-

Speed Marriott, Founder of P1 Learning, one of IBA's member services, will lead back-to-back sessions on "Enhancing Digital" at your stations. Want to get familiar with Speed? Check out his latest training video from P1 Learning, "Closing the Sale."

**Which training course should I watch next?**



Closing the Sale-Waiting is the Hardest Part!

#### Course Description:

Tom Petty sang that "The waiting is the hardest part," but many of us feel that it's the closing. At closing, it can seem that you and your customer are pitted against each other, coming from opposite corners. But what if you took off the gloves and put on a different perspective, and role? The one of therapist, coach, or guide? What if you were just simply guiding them through a path to meet needs and benefit realization? And it was almost as if you were giving them a "gift" in the close? This course shows you the way.

#### Course Link:

<https://ibail.thinkzoom.com/courses/featured>

## SPEED MARRIOTT



Speed Marriott began his career in broadcasting over 30 years ago as a copywriter. He quickly discovered that copywriters drove cars from the previous decade, while account executives drove cars from the current decade. Based on this revelation the move was made to sales and he has never looked back.

Speed has worked for broadcast companies such as Shamrock Broadcasting (Disney), South Central Communications, and Entercom Communications. In 2000 Speed joined forces with Advantage Systems and in 2007 Speed partnered with broadcaster Katey Woolam to found the online training company, P1 Learning. Today P1 Learning caters to thousands of traditional broadcast stations and media based companies on an international basis.



**ESA & COMPANY**  
Real. Local. Results.

# ADAM ARMBRUSTER



Adam's business experience transforms organizations by turning traditional media marketing and advertising myths into profit realities. And his special focus is on issues of how to create a winning message, an effective media plan, and an overall umbrella theme to an advertising plan that drives consumer response.

His unique presentation shifts business leaders out of the advertising world as it used to exist, and into the media world as it moves today. He has delivered more than 5,000 presentations to a live audiences and on national television to thousands of business people.

## Session 1

### Automotive

Eckstein, Summers, Armbruster & Company's Adam Armbruster and Jake Winchell provide the latest auto dealer trends, needs, and how to approach them about broadcast and digital. Don't miss this dynamic two-person presentation with plenty of successful dealer examples.

## Session 2

### Automotive Panel

We've gathered auto dealers, industry advertising representatives and Illinois Automotive Dealers Association directors for this panel. Stay in your lunch seats and we will bring the panel to you!

Panelists: Doug Owen, Advertising Director for Shottenkirk Automotive Group; Mike Eul, Pinnacle Advertising Agency; Mike Hillstrom, Select Marketing Group; Adam Armbruster, Eckstein, Summers and Armbruster.



#### JAKE WINCHELL

"My passion for applying creative and unique marketing strategies has been a major driving force in the success of my clients and the success of the teams I collaborate with and lead."

Jake Winchell is a Business growth strategist, broadcast media/digital media marketing specialist, proud parent, husband, and follower of the word.

# PANELS

Sure, we have exceptional professional presenters too, but we're also interspersing the day with four, count 'em, four panel sessions on today's hottest topics, assembling some of the brightest and most successful professionals in the biz including a panel with some of the brightest and most successful professionals in the biz including an "ideas" panel," and "advertisers who spell success "l-o-c-a-l b-r-o-a-d-c-a-s-t m-e-d-i-a" panel.

## PANELISTS“

From the East....Mark Lange, President of The Original Company, with many Indiana Stations

From the North: Nancy Douglas, General Manager, CTJ Communications in Lake Geneva, Wisconsin

From the South: Tony Richards, President of Kensington Digital Media, Nashville, TN

## PROMOTIONS

### 10:45 am Promotional & Sales Ideas Proven to Create Revenue

This panel will make you hungry...and we've postured it just before lunch at the IBA2017 Diner! We've built an All-Star Panel of the brightest managers in promotions from the North, South, East, and West of Illinois (out of state broadcasters) to share their winning ideas on the best promotions! They will provide take-home ideas you can begin to use on the ride home.

## PANELISTS“

Kevin Applebee, Flooring Surfaces, Champaign

Dave Dunn, Dave's Auto Body, Galesburg

Kevin Breheny, JL Hubbard & Bonds, Decatur

Joe Mershman, Mershman Seeds, West Point, Iowa.

## ADVERTISER

### 2:30 pm Main Street Advertisers Making Money With You and For You!

Some of the greatest ideas come from the advertisers themselves! We've gathered a panel of expert advertisers that value broadcast radio and television and have integrated digital into successful campaigns to "Make Money on Main Street."

# LEGISLATIVE BREAKFAST

With a central Illinois location and sellers' sessions not beginning until 9:30am, most attendees can likely commute same-day to our one-day conference. Our earliest session begins at **7:30am** over a full breakfast with our "Legislative, Legal, and Regulatory" session for Owners, GMs, and Ops Managers.

They say that breakfast is the most important meal of the day and this just might be the most important session of the day for managers. Each panelist will bring their area of expertise and provide updates on Issues and changes at the FCC, Legislative issues facing the 115th Congress, and Issues broadcasters are facing in our own state.

## PANELISTS



SCOTT  
FLICK

Scott Flick focuses on legal matters impacting mass media, programming, telecommunications, and technology companies, as well as non-communications companies faced with issues in the communications and entertainment fields. He represents broadcast stations, media companies, and networks before the federal government and assists them on transactional, regulatory, business, litigation, policy and technology matters.



NICOLE  
GUSTAFSON

Nicole Gustafson is Vice President and Senior Legislative Counsel for Government Relations for the National Association of Broadcasters. Previously, Nicole served for two years as VP of Government Affairs for the National Football League, and eleven years in Congress in various counsel and coalitions roles for House Majority Whip Steve Scalise, House Majority Leader Eric Cantor, Senate Republican Conference Vice Chair John Cornyn, Sen. Chuck Grassley, and Rep. Steve King. She also practiced First Amendment law with Bopp, Coleson & Bostrom. Nicole holds degrees in American history/government and communications from William Penn University, and her J.D. from the University of Iowa.



JOHN  
BRADLEY

John Bradley was hired as IBA's contract lobbyist in 2017. Bradley, a former State Representative for Illinois, is a lawyer in Marion, Illinois. While in the Illinois General Assembly, Bradley was the Co-Sponsor of HR 0889 to support the "No Ad Tax" efforts in Illinois.



DON  
CRAVEN

Don Craven is general counsel to the Illinois Press Association and the Illinois Broadcasters Association. Born and raised in Springfield, Craven attended Southern Illinois University School of Law. He began his law career at Londrigan, Potter & Randle, where he practiced general business law for five years before joining his father, former Illinois Appellate Court Justice James C. Craven, in his Springfield practice, concentrating on media issues. Craven now concentrates on libel and First Amendment issues, access to government meetings and records.

# NEW ILLINI BASKETBALL COACH BRAD UNDERWOOD KEYNOTES LUNCH!

Less than a month on the job and new Head Coach Underwood signs Mark Smith, Illinois' 2017 "Mr. Basketball." Now that's making a sale! Don't miss this early opportunity to get better acquainted with the Illini's new head coach as he "coaches" the IBA2017 attendees on how team work builds successful business relationships.

Underwood arrives at Illinois from Oklahoma State, where he led OSU to a 20-win season and NCAA Tournament appearance. The Cowboys had one of the most exciting and prolific offenses in the country, standing eighth in the NCAA in scoring (85.7 points per game) and leading the nation in adjusted offensive efficiency in the current kenpom rankings. The Cowboys ranked eighth nationally in 3-point field goal percentage (.402) and fourth in the country in offensive rebounding percentage (.383).

Underwood arrived in Stillwater following a dominant run at Stephen F. Austin where he led the Lumberjacks to Southland Conference regular season and tournament titles in each of his three seasons. Underwood compiled an 89-14 record at SFA, tied with Brad Stevens (Butler, 2008-10) for the most wins by a head coach in his first three seasons at an NCAA school.

Prior to taking over at Stephen F. Austin, Underwood served the 2013 season as associate head coach at South Carolina under Frank Martin. He went to Columbia with Martin after serving on his bench for five seasons as an assistant at Kansas State, with his final season elevated to associate head coach. Underwood spent his first year at K-State in the role of director of operations for then-head coach Bob Huggins.

Underwood has had two head coaching stints in the junior college ranks, compiling a 70-24 record at Daytona Beach (2003-06) and a 62-60 mark at Dodge City (1988-92). In between those opportunities, Underwood was entrenched in the state of Illinois for 10 seasons, as an assistant coach for Jim Kerwin at Western Illinois from 1992-2003.

Underwood is a 1986 graduate of Kansas State. He played for the legendary Jack Hartman, K-State's all-time winningest coach. Former Illinois head coach Lon Kruger also played and coached for Hartman at Kansas State. Underwood began his college career at Hardin-Simmons, where he later entered the coaching ranks as a graduate assistant. Hardin-Simmons was the first college job for Lou Henson, the Fighting Illini's all-time winningest coach, and whose name permanently adorns the court at State Farm Center.

Underwood is originally from McPherson, Kansas and graduated from Kansas State University with a B.S., Radio and Television Communications in 1986. He and his wife, along with three children now make their home in Champaign.

**LUNCH  
SPONSORED BY**



**Westwood One**



I-L-L

-I-N-I

Lunch with the  
coach at noon



# 5 QUESTIONS ON THE MEANING OF THE FCC'S RECENT RULING ON ONLINE RECRUITING- HOW DOES IT CHANGE A BROADCASTER'S EEO OBLIGATIONS“

The FCC recently issued a declaratory ruling addressing the requirement that broadcasters widely disseminate information about all of their job openings in such a way as to reach all of the groups within their communities. The recent FCC decision stated that a broadcaster can now rely solely on online sources to meet the wide dissemination obligation. In the past, the sole reliance on online sources would have brought a fine from the FCC, so this is a big change for broadcasters – one which recognizes the realities in the world today as to where people actually go to find information about job openings.

This decision does not end all other EEO obligations imposed by the FCC rules. The Indiana Broadcasters Association recently asked me 5 questions about that new decision to highlight some of the other obligations that still arise under the FCC’s EEO rules. Here is that discussion of the continuing obligations under the EEO rules:

## **1) The FCC recently issued a Declaratory Ruling about how Job Openings should be posted.**

### **What’s changing?**

The FCC is now permitting broadcasters (and cable companies) to meet their obligation to widely disseminate information about their job openings solely through the use of online recruitment sources.

## **2) Are there still Equal Employment Opportunity requirements in place from the FCC?**

This ruling does not abolish all EEO requirements. In addition to a general obligation to not discriminate in hiring and other employment practices, the FCC rules set out a three-prong EEO outreach program for broadcasters. The ruling addresses only the first prong – the obligation to widely disseminate information about virtually all job openings at a station. The other two prongs of the EEO program are undisturbed by the FCC’s recent ruling.

## **3) Should a station still participate in Association-sponsored Career Fairs, as a way to bolster EEO outreach?**

Yes. As set forth in response to the last question, stations still need to do non-vacancy specific outreach efforts to inform members of their communities about broadcast jobs.

## **4) Any practices that can be curtailed because of the new ruling?**

The new ruling allows a broadcaster to meet its wide dissemination obligation for all of its job openings if they use a single online recruiting source to publicize each opening.

## **5) Do you see any additional EEO-related changes on the horizon?**

The FCC is about to commence a wide-ranging review of all of its rules applicable to broadcast stations looking to determine which ones are no longer necessary. Some have suggested that the remaining FCC EEO outreach obligations are no longer necessary.

Read the expanded answers to these questions at [www.ilba.org](http://www.ilba.org).

# 2017-2018 IBA SLATE OF OFFICERS AND DIRECTORS

Elections for the IBA Board of Directors will be held on June 27, 2017 at the 7:30 am Legislative, Legal & Regulatory session as part of IBA2017. All IBA member stations in current standing are eligible to vote.

The slate of officers is as follows below:

## OFFICERS-EXECUTIVE BOARD

Doug Levy- Immediate Past Chairman (Univision Communications, Inc., Chicago)  
 Frank Whittaker-Chairman of the Board (NBC5/Telemundo, Chicago)  
 Carlos Fernandez-Chairman-elect (WGEM-AM/FM/TV, Quincy)  
 John Idler-Executive Vice-Chair (ABC7, Chicago)  
 Melody Spann Cooper-Vice-Chair Radio (WVON, Chicago)  
 Kevin Harlan-Vice-Chair TV (WMBD/WYZZ-TV/Nexstar, Peoria)  
 Drew Horowitz-Treasurer (Hubbard Radio)

## DIRECTORS

Matt Scarano	RBC Committee Chair seat (iHeart Media, Chicago)
Greg Powers	IBAcademic seat (Lake Land College, Mattoon)
Greg Miller	Associate Member seat (Chicago Bears)
Mike Haile	WHMS/WKIO/WDWS, Champaign-Urbana
Roger Lundeen	Galesburg Broadcasting Company, Galesburg
Leticia Aguilera	WLEY-FM, Chicago
Randy Miller	Miller Media Group, Taylorville
Dennis Welsh	FOX-TV, Chicago
Steve Farber	Weigel Broadcasting, Chicago
Paul Rennie	WGN-TV, Chicago
Rick Lipps	WICS-TV/FOX ILLINOIS, Springfield
Sarah Hautala	WJVO/WJIL, Jacksonville
Marty Wilke	CBS2, Chicago
Kelly Latimer	WTVO-TV/Nexstar, Rockford
Dana Withers	Dana Communications/Withers Broadcasting
Emily Barr	Director Emeritus (Graham Media)
Marv Dyson	Director Emeritus (Urban Radio Broadcasting)

## EX-OFFICIO

Dennis Lyle- President & CEO

# Making Money on Main Street



IBA2017 June 27th Marriott Hotel & Conference Center Normal, IL

Registration Contact: \_\_\_\_\_ Email: \_\_\_\_\_  
 Title: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Station/Company: \_\_\_\_\_ Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**JUNE 27th: TICKET OPTIONS:**

\_\_\_\_\_ \$49 SELLER TICKET—for sellers, includes all sessions and luncheon

\_\_\_\_\_ \$99 MANAGER TICKET—for managers and includes breakfast and lunch

## List Additional Registrations

First/Last Name	Email	Title	Price
_____	_____	_____	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>

Card Number: _____	Payment: _____ Check payable to IBA
Expiration: _____ Sec Code: _____	
Cardholder Name: _____	
Zip code of billing address _____	Mail payment: IBA 200 Missouri Ave Carterville, IL 62918
Signature: _____	Fax form: 618-985-6070
<input type="checkbox"/> Email receipt to: _____	Email Scan: iba@ilba.org