

# WBA ENGINEERING DAY

Wednesday, June 22, 2016  
Radisson Hotel & Convention Center  
La Crosse, Wisconsin



8:40 am - 4:30 pm: Engineering Day Location: Zielke Suite, La Crosse Convention Center

8:45 am: Mike Epstein, Sr. Director of Risk Management, E.W. Scripps Company



Mike Epstein

### *Risk Management in a Broadcast Enterprise*

What are the risks in a broadcast complex and how to address them will be discussed in this session. Mike will also cover business continuity and physical security including active shooter situations.

9:30 am: Richard Wood, President, Resonant Results



Richard Wood

### *Tower Site Security and FAA Lighting Changes*

Out of sight doesn't have to mean less secure. Richard will talk about ways your tower site is threatened and what you can do to make it more secure. Richard will also describe the latest FAA circular and what it means for your tower.

10:15 am: Break

10:30 am: David Kieper, Interim Chief Information Officer, UW-Green Bay



David Kieper

### *Information Security: What Are the Hackers Up to Now?*

David will describe the current motivation and methods used by the internet hacker community and discuss defense strategies to mitigate their attacks.

11:15 am: Jennifer Price, Director, Special Operations Bureau, CART Commander, WI DOJ-DCI; Michelle DuBois, Coordinator, Wisconsin Clearinghouse for Missing & Exploited Children & Adults and Detective Donald Henning, Eau Claire County Sheriffs Office



Jennifer Price



Michelle DuBois



Detective  
Donald Henning

### *An Amber Alert Incident Debrief*

We will dissect an actual child abduction incident that resulted in an Amber Alert in Wisconsin. What were the steps that lead up to the Alert and what process was used to determine an Alert was needed.

12:00 pm: Lunch Location: Zielke Suite 2, La Crosse Convention Center

**1:30 pm: Steve Johnston, Director of Engineering and Operations, Wisconsin Public Radio**



**Steve Johnston**

*The Growing Impact of Ambient Noise on Broadcasting*

Growing levels of unintended “noise” are interfering with reception of RF signals from radio and television stations. This presentation will discuss the problems we face, pinpoint common sources of the noise, and propose possible resolution.

**2:15 pm: Ask the Manager - In this session the audience will have a chance to ask non engineering managers questions about anything.**



**Nancy Douglass**  
General Manager  
WLKG-FM



**Steve Lavin**  
General Manager  
WBAY-TV



**Jeff Ver Voort**  
HR Manager  
Morgan Murphy Media



**Paul Rahmlow**  
Chief Financial Officer  
Midwest Communications, Inc.

**3:15 pm: Break**

**3:30 pm: The Round Tables - Everyone’s voice is heard in this session. We will split the audience into four subgroups and talk about four timely topics. Then we’ll hear a report of each discussion.**

**TABLE 1**

The Broadcast Sales Tax Exemption



**Kevin Ruppert**  
Chair

**TABLE 2**

The FM Translator Buildout



**Greg Dahl**  
Co-Chair



**Jason Mielke**  
Co-Chair

**TABLE 3**  
X-OIP



**Clif Groth**  
Co-Chair



**Matt Sperling**  
Co-Chair

**TABLE 4**

Working with Millennials



**Kent Aschenbrenner**  
Co-Chair



**Bill Hubbard**  
Co-Chair

**5:00 pm - 7:30 pm: Exhibit Reception** Location: Hotel Ballroom Foyer

**6:00 pm - 7:30 pm: Young Professionals Brewery Tour** Meet in the Hotel Lobby

**7:30 pm - 10:00 pm: Dinner** Location: Hotel Ballroom Foyer

**60<sup>th</sup> Broadcasters Clinic and SBE Regional Meeting**  
**October 11-13, 2016 • Madison Marriott West Hotel**