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

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

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

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

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

*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

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