

ENGINEERING DAY

June 20, 2018

Hilton Milwaukee City Center



8:40 a.m. - 4:30 p.m. WBA Engineering Day Sessions

9 a.m. Saving a Tower and Early Experiences with Repacking

AM towers typically have porcelain base insulators. Changing them out is an engineering and rigging challenge. This talk details an insulator change out on a 500' self-supporting tower.



Rich Wood
Resonant Results



Kent Aschenbrenner
*Senior Director of Engineering
E.W. Scripps*

9:45 a.m. Break

10 a.m. Session: Journalists Under Pressure

Journalists are facing new pressures from the public when they're working in the field. How can journalists work safely under the additional scrutiny and how can managers help them. This panel will explore the issue.



Dan Shelley
*Executive
Director RTNDA*



Juli Buehler
*News Director
WLUK-TV*



Michael Kass
*Brown Deer
Police Chief*



Nick Anderson
*Brown Deer
Community
Outreach Officer*



David Oxenford
*Partner
Wilkinson,
Barker, Knauer*



Mike Kemmeter
*News Director
Woodward
Radio Group*



Representative
From WISN-TV



Moderator
Katie Crowther
Reporter WTMJ-TV

11:45 a.m. Lunch

1:15 p.m. Session: Wireless Mics after Repack and White Space Legislative Update: Sennheiser will bring us an update on what wireless mic manufacturers are doing to keep your mics working after the TV repack and recent White Space rulings.



Eric Reese
*Customer
Development &
Applications
Engineering,
Americas
Sennheiser
Electronic
Corporation*

2 p.m. Session: Millennials: Are millennials being stereotyped? Do they have a special set of rules? A panel of millennials working in the broadcast field will help us with these and other questions. After the break we will hold round table discussions with radio and TV GM's, HR specialists, millennials and all of you. The goal: To determine how we attract and retain the younger generation.



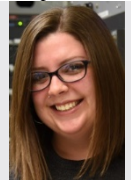
Justin Hull
*Brand Manager
WHBY/WSCO*



Marty Mangerson
*Chief Engineer
WJFW*



Justin Van Hout
*Broadcast
Technician
Woodward Radio*



Britny Williams
*Broadcast
Specialist
WPR*

3 p.m. Break

3:15 p.m. Roundtable Discussion: Each employee is unique. It's our job to ensure they feel comfortable to share ideas and bring new initiatives to the forefront. GM's and HR personnel will draw upon the information gathered from the millennial panel to explore what can be done to recruit and grow our own talent.



Joe Poss
*General Manager
WTMJ-TV*



Cheryl White
*Human Resources
Director - E.W. Scripps*



Anna Engelhart
*Station Manager
WKOW-TV*



Kelly Radandt
*General Manager
Woodward Radio*



Don Vesely
*General Manager
WMTV-TV*



Jeff Ver Voort
*Dir. Human Resources
Morgan Murphy*

5:30 p.m. - 7:30 p.m.: Exhibit Reception

7:30 p.m. - 10 p.m.: Opening Dinner