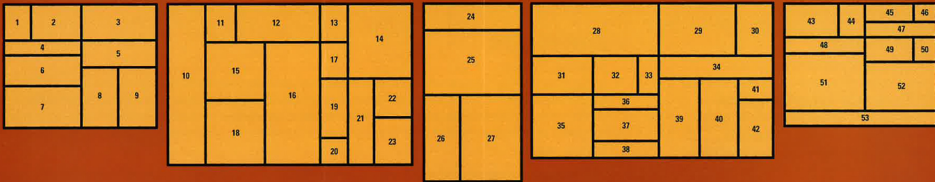




1. The sun, an antique symbol of good fortune
2. Transistor radio
3. Trumpet: symbol of broadcast music
4. AM/FM radio
5. Television mini-cam
6. Satellite & satellite dish
7. WBA board and committee function
8. Legal issues
9. Sports reporting
10. Television tower
11. "Stand by"
12. WBA public relations, dependability, integrity
13. Coffee break
14. Wisconsin Capitol dome: symbol of legislation
15. Tape deck
16. Soft Shoe: symbol of entertainment
17. "On Air"
18. Turntable
19. Printer's chase for publications
20. Agricultural journalism
21. Conventions and conferences
22. National Association of Broadcasters Radio Code
23. Entertainment reporting
24. WBA logo, founders' date
25. National influence of NAB and its first principle
26. Radio microphone
27. Television camera
28. American principles honored
29. Cathedral-style radio, carbon microphone
30. Headset for engineering
31. Television Code
32. Mask of Comedy, Tragedy
33. Rooster: symbol of broadcasting as sentinel
34. Broadcast news
35. Stop watch: symbol of deadlines
36. Instruction, a broadcasting fundamental
37. Audio sound board
38. Enrichment, a broadcasting fundamental
39. Ballet: symbol of cultural coverage
40. Television weather symbols
41. UHF/VHF
42. Basketball: symbol of sports coverage
43. Legal justice
44. WHA, first station on the air
45. Ratings, a measure of broadcast audience
46. Forward Communications Corporation
47. Information: a broadcasting fundamental
48. Signature of Lee De Forest, broadcast pioneer
49. "Drive Time"
50. Public ownership
51. Advertising
52. Television set
53. Wisconsin Broadcasters Association



A unique work of art, this commemoration depicts the people, places and things that have shaped the dynamic twin industries of radio and television broadcasting in our state.

BROADCASTING

The drama and nuance of wood make it the perfect medium for a sculptural tribute to Wisconsin radio & television.

WBA Foundation

The Wisconsin Broadcasters Association Foundation is the charitable and educational arm of the Wisconsin Broadcasters Association. We preserve broadcast history, participate in public and civic affairs, and provide educational opportunities for present and future broadcasters. It is our pleasure to sponsor the exhibit of *Broadcasting* to preserve broadcast history, and to enrich public awareness of broadcasting with this unique work of art.

About the artists

Richard Pinney

The late Richard Pinney was an Iowa sculptor who created interpretive wood and mixed media corporate sculpture from the late 1970s until his death in 1994. During his lifetime his pieces were shown in dozens of exhibits, galleries and museums, and his clients included national companies and non-profit foundations. In the 1980s, the Wisconsin-based Forward Communications Corporation commissioned Pinney to create and produce this sculpture as a gift to the National Association of Broadcasters.

Patrick Hamer

Patrick Hamer, of Cedar Rapids, Iowa, worked as an apprentice with Richard Pinney for several years. From him Hamer learned the art of using wood to tell a story in a box. When the Wisconsin Broadcasters Association Foundation inherited the sculpture from the NAB in 1997, the Foundation board of directors turned to Hamer to repair and update it. Hamer seamlessly blended his own artwork with Pinney's, and the result is a spectacular and unique tribute to Wisconsin broadcasting.