

## The Modulator

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**And Much More!**

### **NBA Broadcasting Legends Award Created**



In addition to the current NBA Pioneer Award, which is presented annually in conjunction with the UNL College of Journalism and Mass Communications; The Chairman's Award, which is given out to individuals who have benefited the broadcast industry; The Friend of Nebraska Broadcasters Award, and of course, the Hall of Fame, the NBA board voted to create a new Broadcast Legend Award this year. At the discretion of the board, a "Broadcast

Legend" will be presented at the state convention, starting in 2012.

The Nebraska Broadcasting Legends award is being created with the intent of recognizing veteran broadcasters who have significant ties or roots in Nebraska who while having made notable contributions to the Nebraska broadcast industry and/or the industry as a whole, may not have been recognized by their closer contemporaries for Hall of Fame induction.

Legends are garnered from the pool of Nebraska Broadcasters Hall of Fame nominees and are designated by a special subcommittee of the NBA Board of Directors which will take into consideration both empirical and any supporting evidence on file with the association's nominating archives.

For a list of those individuals who are eligible for this award, please contact the NBA office. The first award is scheduled to be presented during the NBA convention luncheon on August 16, 2012.

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### **New for 2012: Health Nation Plan**

The NBA was presented with a new, innovative health care plan that was well-received by both your Chairman and members of the board. It's called Health Nation, and it's a new affordable wellness program that is being made available to our members through Garvey & Associates, an employee benefit company that has had a long association with the NBA.

With the continuous rise in health care costs, employers are seeing diminishing returns in their group medical insurance investment. This trend has caused many employers to adopt high deductible plans in order to control costs, but at the same time dramatically limiting employees access to the most basic and necessary medical services.

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## **Health Plan (continued)**

If your station or company offers group medical plans, you may be interested in learning what the Health Nation plan can do for you and your employees.

As an employer, Health Nation can help reduce unnecessary doctor, urgent care and emergency room visits, help reduce absenteeism, lost productivity and related employee/employer stress. This is not an insurance product, so no underwriting is required. Health Nation can support employer transition to lower cost, high deductible plans without imposing significant medical costs on employees. A station may contribute toward the plan, but it is offered to your employees on an individual basis. The cost is amazingly affordable.

Membership in this plan offers 24/7/365 access to doctors too....similar to the "boutique" health care plans you may have seen advertised.

Stations may expect to be contacted by Garvey & Associates after the first of the year. For more information, contact/visit: <http://www.heathnationco.com> or contact Pat Garvey at 402-398-9456 x 19.

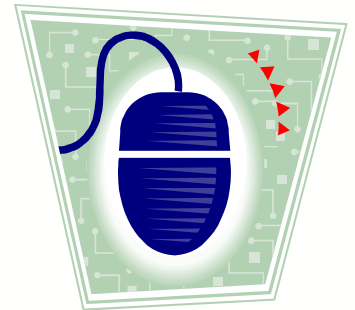
Garvey & Associates is an Associate Member of the NBA and have pledged a contribution to the NBA Foundation Scholarship Fund as a part of their involvement with the association.

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## **New Online Awards of Excellence Competition Coming**

No more burning of CD's and DVD's....no more cumbersome paperwork....no more mailing of entries to the NBA office....all the result of a new online NBA Awards of Excellence program coming in 2012.

The NBA joined with several other state broadcast associations to construct an online version for submitting entries for the 2012 edition of the NBA Awards of Excellence program, sponsored by the **Nebraska Army National Guard**.



The new software developed for the participating state associations will allow all entries for both radio and television to be posted up on a website for judging. Judging will be done electronically and the results will be sent back to the NBA office in preparation for the Awards of Excellence Banquet, which will be held on August 16, 2012 at the 78<sup>th</sup> Annual NBA convention at the Cornhusker Marriott Hotel in Lincoln.

Be looking for more information on this great new feature coming in the spring. It's designed to utilize the mp3 and online video format to make this task much easier than ever before.

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## **North Platte CP is Sold**

KWNP FM CP licensed to North Platte has been sold for \$16,000 from Hispanic Family Christian Network, Inc. (Maria C. Guel) to VSS Catholic Communications, Inc. (Jim Dolan et al). This conditioned on FCC approval for a new transmitter site and ability to begin operations by August 3, 2012. \$2,000 down payment, balance in cash at closing. This CP is for a Class A on 90.1 MHz with 6kW @ 52' Buyer owns KVSS in Omaha, among other properties.





## **NRG Lands Three in List of Best PD's in Radio**

Radio Ink's October 24, 2011 edition is out and so is their list of the best PD's in Radio. Three NRG PD's made the list, including NRG Media's Director of Programming, **Jeff Winfield**. Two of Nebraska's NRG PD's also made the list: **Neil Nelkin**, Operations Manager of KOZN/KKAR/KOIL/KMMQ in Omaha was named for markets 51-100 and **Mark Reid**, Ops Manager for KGFW/KQKY and KRNY in Kearney was named for Markets 101+. Congrats, guys!

Also on the list were two of Radio Ink's Best Radio Consultants who appeared at the NBA Convention this past August. **Gabe Hobbs** and **Fred Jacobs** were given high marks in helping stations achieve ratings success and improving the quality of their product.

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## **Ariel Roblin Named President & General Manager of KETV, Omaha**

**Ariel Roblin**, who since May 2010 has served as General Sales Manager of KETV, the Hearst Television Inc. ABC affiliate in Omaha, has been appointed President and General Manager of the station.

Her appointment, effective immediately, was announced today by Hearst Television President & CEO **David J. Barrett**.

Roblin succeeds **Sarah Smith**, who was named President and General Manager of KMBC-TV/KCWE-TV, Hearst's ABC and CW affiliates serving the Kansas City market.

"Ariel is a gifted next-generation media executive with a keen sense of what makes television indispensably important to local communities," Barrett said. "Her experience as a producer early in her career, and her strong record of accomplishment in a variety of sales positions – particularly in her role as KETV's General Sales Manager – have prepared her well for this next career step. Her appreciation for localism and the importance of a quality news service, along with her solid business credentials, will make her an effective leader of KETV as it serves the Omaha community on-air, online and on-the-go."

Before joining Hearst Television at KETV, Roblin served as General Sales Manager of both KRCC-TV and KAEF-TV, the BlueStone Television stations serving the Chico-Redding and Eureka, California markets, respectively. Before KRCC/KAEF, Roblin served as a Senior Account Executive for Emmis Communications' KGMB-TV in Honolulu. Previously, she was a Local Sales Manager and, before that, an Account Executive and Director of Special Projects for Sinclair Broadcast Group's WRGT-TV/WKEF-TV serving Dayton, OH. She began her television career in Miami, FL, as a Program Director at USA Networks' WAMI-TV, where she served as Executive Producer of the station's "LIVE!" program.

Roblin holds Bachelor's degrees in Communications and Fine Arts from the University of Miami.



## **NBA Calendar**

**March 12-14, 2012**—2012 State Leadership Conference, Washington D.C.

**April 16-19, 2012**—2012 NAB Show, Las Vegas, NV

**August 15-16, 2012**—78th Annual NBA Convention, Lincoln, NE

**September 19-21, 2012**—NAB/RAB Radio Show, Dallas, TX



## **NBA Paid Internship Renewed, Increased for 2012**

The NBA board voted to continue the paid internship program that was established in 2008, for another year. The internship amount has been raised from \$435 for 60 hours of work to \$500.00 for 2012.

President Marty Riemenschneider reported that only seven of the ten 2011 internships were utilized by member stations. He noted that internships count toward EEO credits and stations should review their EEO programs to include internships.

The board also agreed that member stations who request paid internships must be airing and reporting the NCSA/PEP spots, as the funding for these internships comes from the NCSA/PEP partnership. Annual dues only make up about 7% of the operating income for the association, so increasingly, these member benefits will be offered only to stations who are clearing the NCSA/PEP spots and reporting them to the NBA office. The 2012 internship program, with the increased amount for the internship, is effective as of January 1, 2012. Internship information is posted on the NBA website.

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## **EAS Test Gets "Thumbs Up" in Nebraska Despite Audio Problems**



On Wednesday November 9, the first national test of the Emergency Alert System (EAS) was conducted. In summary, the system works.

In Nebraska our Federal Primary Entry Point to the statewide EAS network is from the NPR satellite system to NET Radio & TV in Lincoln. The original audio from Washington had some problems. However the audio through the NPR system was over modulated. Then the NET connection from NPR was distorted even worse despite the system being tested on a closed circuit basis weekly.

As a result most broadcasters and cable systems in Nebraska received EAS data bursts for an Emergency Action Notification (EAN) but totally unintelligible audio. Some states had something closer to the original audio from Washington, but many did not. Jim Skinner, EAS-SECC Chair felt that we all learned a lot. "That is what tests are for. In that sense the first National EAS/EAN Test was a success," Skinner said. The NBA office heard from only two stations that were not able to air the test, and both stations indicated that it was on their end, that their new SAGE/Ended decoders were probably not set up properly.

The FCC and FEMA are collecting results from some 30,000 test participants. Stations reports are due to the FCC December 27, electronically or via paper.

One last minute issue came up from FEMA when they decided to take the actual test time from three minutes, which had been heavily pre-promoted to a much abbreviated 30 seconds.

Edward Czarnecki, senior director of strategy, development and regulatory affairs for EAS gear manufacturer Monroe Electronics and Digital Alert systems said that if we all come away with a better understanding of the process and of areas to improve, the test could be considered a success. "Credit should go to the many engineers across the nation who invested significant amounts of time and effort to supporting this national test."



## **FCC Proposes Channel Change in Lincoln**



On November 21, the FCC adopted a Notice of Proposed Rulemaking based on a petition for rulemaking filed by Lincoln Broadcasting, LLC, the licensee of **KFXL-TV, Channel 51, Lincoln**, who requested the substitution of channel **15** for channel **51**.

LBL states that the grant of the petition would serve the public interest. The FCC has announced previously that it would lift the current freeze to accept filings by full power TV stations seeking to relocate from Channel 51 pursuant to a voluntary relocation agreement with Lower 770 MHz A Block licensees. In addition, the proposed facility will increase the net total population served by the station by almost 700,000, accord to LBL.

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## **Hall of Fame Nominations Requested**

The Nebraska Broadcasters Association Board of Directors will be meeting in February to select inductees into the 2012 NBA Hall of Fame.

Each year, the Hall of Fame committee headed by Dr. Larry Walklin, reviews the names of those who have been submitted. NBA members have an opportunity to make nominations or re-nominations each year.

Nomination criteria, an updated application form and information is available on the Hall of Fame page on the NBA website. Nominators are asked to download the form and complete as much information as possible with the submission.

Nominees are Nebraska broadcasters, past and present, who have served their industry and their state. In 2012, the Hall of Fame presentation will be held at the 78<sup>th</sup> annual convention in Lincoln on August 15.

Please submit nominations with supporting date by January 31, 2012 to the attention of Dr. Larry Walklin, Chair, Hall of Fame Committee, Nebraska Broadcasters Association, 11414 West Center Road, Suite 342, Omaha, NE 68144.

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## **Indecency Issue Going to Supremes**

The National Association of Broadcasters has asked the U.S. Supreme Court to reject the FCC's fleeting indecency rules, calling the policy "a vast expansion" of the agency's regulatory that should be struck down. Both cases going before the court are TV related, even though the FCC fleeting expletive rules also affect radio. NAB said in a joint brief filed with the RTDNA, the rules have a "dramatic nationwide chilling effect on broadcasting content that is not actually indecent."

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## **FM Auction 93**

Although there are no Nebraska construction permits listed in the upcoming auction, stations should be aware that the FCC Form 175 "short form" must be filed during the January 3-12 filing window for the upcoming Auction 93. Upfront payments are due February 22. Up for bid are 119 FM CP's. The commission is instituting a freeze on minor-change apps for FMs, coinciding with the auction filing window. The bidding starts on March 27, 2012.



## **NRG Media Omaha General Manager Featured in Radio Ink Magazine**



**Rhonda Gerrard**

Radio Ink Magazine has released its list of the best managers in the industry and this issue features the General Manager of KQKQ-FM, KOOO-FM, KOPW-FM, KOZN-AM, KKAR-AM, KOIL-AM and KMMQ-AM who has led the seven station cluster for NRG Media for the past three years. "**Rhonda Gerrard** has established a "team" environment within the NRG Omaha operation, focused on performance and results. During a very difficult economic environment she has assembled a leadership group dedicated to a lean, efficient business model. "The primary objective is to deliver the highest level of performance to our advertisers, our listeners and our owners," explained **Neil Nelkin**, AM Operations Manager for the cluster.

In the feature "Best Managers" - Gerrard joins a handful of other distinguished talents to make the coveted list of "Best Managers in America 2011," as featured in *Radio Ink* Magazine, the print and on-line trade publication of the radio broadcasting industry. Gerrard was quoted in the magazine for her secret to being a successful General Manager. "The main ingredient is to hire smart, dedicated people and then allow them to do their jobs while focusing on building and maintaining positive, performance-based, and results-oriented culture," said Gerrard.

Gerrard credits her success to the staff she has assembled, "There are fewer people doing more, but everyone here has stepped up to take on more responsibility and has willingly grabbed hold of new concepts that are outside their comfort zone and traditional realm of responsibilities....when they rise up to the challenge and are effective, then that is a true sign that you have hired the best talent for their position."

Congratulations to Rhonda and also congrats again to AM Operations Manager, **Neil Nelkin** for being named as one of the top PD's and to NRG-Kearney's **Mark Reid** as well. Last year, NRG-Lincoln's market manager **Andy Ruback** was also recognized.

### **2012 Nebraska EAS RMT Schedule\***

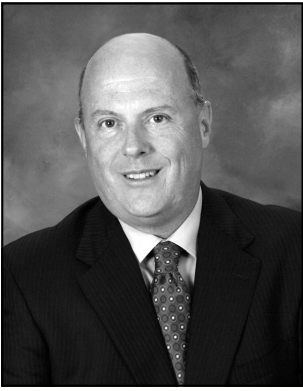
<u>DATE</u>	<u>DAY</u>	<u>TIME</u>	<u>Initiated by</u>
January 13, 2012	Friday	1:00 PM	NEMA
February 8, 2012	Wednesday	11:00 PM	NEMA
March 7, 2012	Wednesday	11:15 AM	NWS
April 9, 2012	Monday	11:00 PM	NEMA
May 10, 2012	Thursday	9:00 AM	NEMA
June 12, 2012	Tuesday	11:00 PM	NEMA
July 11, 2012	Wednesday	11:15 AM	NWS
August 10, 2012	Friday	11:00 PM	NEMA
September 13, 2012	Thursday	2:30 PM	NEMA
October 9, 2012	Tuesday	11:00 PM	NEMA
November 7, 2012	Wednesday	11:15 AM	NWS
December 12, 2012	Wednesday	11:00 PM	NEMA

*\* This is a list of the Required Monthly Tests (RMT) of the Emergency Alert System (EAS) for Nebraska broadcasters and cable systems. All times are Central.*

*The Nebraska State Emergency Communications Committee (SECC) established this Schedule on November 15, 2011. Any corrections or updates will be posted at [www.NE-EAS.org](http://www.NE-EAS.org) . The latest Nebraska EAS Operational Plan and list of committee members can also be obtained at that website.*

*RMT Schedule updates are also published via email sent by [nebraskaeas@yahoogroups.com](mailto:nebraskaeas@yahoogroups.com) All Nebraska broadcasters and cable systems are encouraged to have a representative on that list.*





**Chairman's Column** by Jim Timm

*"It's the most wonderful time of the year!"* That's not just the title of Andy Williams' timeless Christmas classic, it's also how I truly feel about the way Nebraska Broadcasters help people in need during the holidays. What a great feeling to see and hear so many Broadcasters responding to their community's needs, in so many different ways. Radiothons. Live TV broadcasts. Marquee talent working together, urging their audiences to give. Together we are collecting cash, food, clothing, toys, diapers...the list is endless and seems to grow every year. To anyone daring enough to suggest that local Radio and Television stations don't serve their communities, I hope they have been and continue to watch and listen...as Nebraska Broadcasters are connecting people in need with the organizations that can serve them, thanks to the generosity of our audiences. No one does it better than local Broadcasters!

The NBA is increasing its support for another important need going into 2012. We talk a lot about the increasing challenge in getting youths interested in Broadcasting. We're putting more money where our collective mouth is by increasing the NBA Foundation's annual scholarship fund from \$18,000 to \$23,000. We're also pleased to announce that beginning next year, Doane College in Crete has joined the list of Nebraska colleges participating in NBA Foundation annual scholarship fund where we have established a scholarship worth \$2,000 per year. These scholarships are greatly appreciated by the students who work hard to earn them and are critical to our ongoing need of sustaining a flow of talented future Broadcasters.

We have a rich and fabulous history of Broadcasting in Nebraska, and we're in the midst of documenting and displaying it in a manner you've never seen before. Our web developer is preparing a complete redesign of our NBA Hall of Fame website presentation. This will include a fresh look and easy to use interactive components. Our upgrade will better honor our HOF members by highlighting their contributions. It will also give us a new platform in which to better tell the many great stories from the archives of Nebraska Broadcasting. More details coming soon!

Our new "Buy Sell Trade" feature will launch on the NBA website on January 1, 2012! As an NBA member, this is your opportunity to buy, sell, or trade all kinds of equipment, furniture and other assets amongst your fellow members. We promise it will be fast and easy to use. This is a new FREE member service and we hope you take full advantage of it! Another new web feature under the "Broadcast Careers" tab is "Situations Wanted," allowing job seekers to upload their resumes and air checks.

It is a great honor and privilege to serve as your Chairman. On behalf of Marty and our Board of Directors, best wishes for an enjoyable holiday season and a prosperous 2012!



**May you have a peaceful and joyous  
holiday season and a very  
prosperous New Year!**



**Your Friends at the  
Nebraska Broadcasters Association**





**Board Briefs** *Highlights of the Fall Business Meeting of the Nebraska Broadcasters Association, November 5, 2011, Andersen Hall, University of Nebraska-Lincoln*

Chairman **Jim Timm** called the meeting to order at 9:35 a.m., welcomed all attendees and had each board member introduce themselves.

President **Riemenschneider** informed the board that **Mike Fell** had resigned from the board as he had taken a new position at a station group in Casper, Wyoming, and that his board position was now open.

Minutes from the Meeting of June 7, 2011 were approved by a voice vote.

Treasurer **Taylor Walet** presented the financial statements for July, August and September 2011, as well as a report on the fiscal year just completed, covering October 2010-September 2011, all of which were approved by the board. President Riemenschneider presented the new budget for 2011-2012, which was also approved by the board. A discussion was held as to conducting an audit for the just completed year, and the board opted to wait at least until 2012 for the next audit. Riemenschneider also reviewed the NBA investment portfolio performance for the year. He was instructed to investigate other financial options for investments, like Treasury notes and CD's.

Government Relations- Riemenschneider reported on the various filing and work that had been conducted regarding pending FCC matters. The board voted to continue to retain Radcliffe & Associates as our in-state lobbyist.

Member Services- We are about to enter into the second year of the current two year cycle of the EEO Scholarship program. The board approved increasing the Paid Internship amount to \$500 each, with the stipulation that a station had to be airing and reporting NCSA clearance in order to participate. The Alternative Inspection program is being renewed at the national level, but due to some changes, each state will be charged \$1,500 in legal fees, which was not put into the current budget. The board was presented with a new program for a new NAB Washington Internship which would cost \$5,000 per year. The board decided not to participate in this internship, but allocated that amount of money to increasing the in-state scholarships. Riemenschneider will review the current allocation and recommend to the Executive Committee for approval.

Vice-Chairman **Craig Eckert** remarked that he had submitted a legal question to our in-state legal hotline firm, Cline-Williams, and that they had been somewhat lax in following up with him.

Sales Training- The board reviewed the current contract with P1 Selling and agreed to renew the program for 2012. They also voted not to renew the Chris Lytle Fuel Training program, feeling that it had run its course.

Chairman Timm reported about a presentation he and Riemenschneider had received from Garvey & Associates regarding a new member benefit program called, Health Nation. While not an outright endorsement, the board voted to allow the NBA to inform members of the program and that a portion of the premiums collected by Garvey would come to the NBA Foundation Scholarship program. Also, Garvey would be joining the NBA as an associate member.

Chairman Timm also informed the board of some changes on the NBA website. A new page has been added as a "Buy, Sell, Trade" which would allow members to post items for free. Any non-member could also post on the page, but for a fee. Another new page would be added for those who want to post their resumes or are looking for broadcast positions in Nebraska. The URL, "Nebraska Broadcast Trader" will be reserved through GoDaddy.

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## **Board Briefs (continued)**

Memberships: Riemenschneider reported that Membership Chairman **Tim Marshall** is attempting to contact GI Family Radio about re-joining the association.

Chairman Timm reviewed the 2012 Convention Committee's meeting in York. The Storz Foundation had elected to end their sponsorship of the Awards of Excellence and we are seeking a replacement. The Awards competition is transitioning to an on-line process, eliminating the need for CD's, DVD's etc.

Public Service- The NBA has been running Suicide Prevention spots the past 11 months, and that depending on quantitative feedback, the association may renew this relationship for another year or may find a new PSA campaign for 2012.

Hall of Fame- Chairman Timm and **Larry Walklin** reviewed the Hall of Fame nomination process and updating, as a result of the committee meeting held earlier at Three Eagles Communications in Lincoln. A Nebraska Broadcasting Legend award is being created for nominees who are more than likely not going to be inducted into the Hall. This will pare down the nomination list over time. The NBA Hall of Fame website page is going to be updated and improved.

Media of Nebraska/FOI/Open Meetings/Cameras in the Court Chair, Larry Walklin gave a report and in that, he recommended that some old video equipment the NBA owns be moved to the College of Law, and the board approved funding to move this equipment.

The meeting was adjourned approximately at noon so members could attend the NBA sponsored tailgate party in Andersen Hall and to attend the Husker-Northwestern game. No date has been set as of this writing, but the Winter 2012 meeting will most likely occur in February.



### **Governor's Call In Show Schedule 2012**



January 9	July 16
February 13	August 13
March 5	September 10
April 16	October 15
May 14	November 19
June 11	December 10

All programs scheduled to air at 2 pm Central, 1 pm Mountain time.

All Governor's Call In shows originate from KFOR, Lincoln and the satellite uplink is provided from the Husker Sports Network. Schedule is subject to change upon the availability of Governor Heineman.



## **It's NBA Membership Renewal Time!** 2012 Dues Notices Mailed

Yes, it's time for the 2012 dues. When 2011 ends, so does your current NBA membership. So sign up now and keep your membership in force without interruption all the way through 2012.

You should have received your notice and invoice for your 2012 NBA membership dues by now. Dues remain the same for 2012 as they have been since 1996. Please know that your support of the NBA in terms of the NCSA/PEP participation as well as the various sponsorships we receive from many of our associate members and vendors allow us to keep our dues at the same rates for over 15 years. We are sure you will agree that membership in your NBA is definitely a bargain! As an organization and as a cooperative of individuals with a common goal, the NBA believes in itself and its members. The benefits of being an NBA member are many and constantly growing, and pride of association with the NBA itself is worth the price of admission. We urge you renew and join your colleagues in continuing to support YOUR association.

By renewing your membership now, you get uninterrupted service: this newsletter, our updated directory and all the services provided by our many special programs. Speaking of the directory, we are planning on getting the new 2012 version out by the end of the year, so we hope you took the time to review the listings that were sent to you and that you updated them as needed and returned them to the NBA office. The deadline for updating was December 5<sup>th</sup>. Although we sent out invoices with the dues notices, we will also accept partial payments and credit cards.

Best of all, you will continue to belong to the ONLY association in Nebraska devoted ENTIRELY to the service, promotion and interests of the broadcasting industry!

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### **NBA Alternative Broadcast Inspection Program Remains the Most Popular Member Benefit**

Since 1995, the NBA has offered you, our members, the chance to participate in the Alternative Broadcast Inspection Program (ABIP), which has become one of our most beneficial and popular member services.

Within this program, where the NBA partners with the FCC's Enforcement Bureau, stations are inspected by an NBA contract inspector, who has been specifically trained by FCC personnel. The program offers a 3-year grace period to compliant stations during which no routine inspections of the station will be carried out by the FCC. The only exceptions are for complaint driven matters, as well as EEO, political, and tower safety matters.

Once the NBA receives your signed ABIP contract (which can be downloaded off the NBA website at [www.ne-ba.org](http://www.ne-ba.org)) and payment, with your permission we will notify the FCC of the date of the contract to be inspected. You will then have a 150-day window from this date through inspection and correction of any non-compliant areas during which the no-routine inspection rules will apply.

The NBA will be sending out a reminder to participating stations whose contracts will expire in 2012. However, it's also a good idea to double check and see where your stations are within this cycle, and to get any new stations you've acquired signed up.

We urge you to continue your participation in this extremely well received AND successful program. And...if you're not already participating, please sign up now! It could very well save you a LOT of time and money in the future.

