Further Ownership Deregulation In The Air?

As expected, the FCC officially launched its latest Congressionally-mandated “Quadrennial Review” of broadcast ownership rules last month. The review will examine a number of the factors that dictate how big local radio clusters can become, as well as how large broadcast groups can become with all of their holdings across the nation.

In essence, the review asks whether the current ownership rules should remain, be modified, or...be eliminated. It’s a hot button issue, to be sure. Opinions run the gamut. FCC Commissioners have been quoted in industry trade publications with differing points of view. Many station owners – from the smaller independent, locally owned entities up to the largest operators across the country – and all of those in between – each seem to have a different view, many of which have also been published in recent months.

One of the unique and wonderful attributes of the NBA is the wide variety of station ownership behind all of the stations and people represented in our membership. Large companies? Check. Independently-owned, single-station outlets? Check. Pretty much everything in between? Check. And this broad cross-section of ownership types renders the NBA neutral on the subject.

To share your viewpoint on ownership rules, you should contact:

Ajit Pai, Chairman  Ajit.Pai@fcc.gov
Michael O’Rielly, Commissioner  Mike.O’Rielly@fcc.gov
Brendan Carr, Commissioner  Brendan.Carr@fcc.gov
Jessica Rosenworcel, Commissioner  Jessica.Rosenworcel@fcc.gov

You’ll no doubt see plenty of forthcoming coverage on this in the industry trades. And should station owners be urged to take action in any other form, the NBA will be sure to let our members know.
Will FCC Relax Interference Protection For Class A AM Stations?

Written by attorney David Oxenford of Wilkinson Barker Knauer, LLP

The FCC last month released a Notice of Proposed Rulemaking suggesting a lessening of the interference protections afforded to Class A AM stations – what are commonly known as the “clear channel” stations. That NPRM was published in the Federal Register on Nov. 20 setting a deadline for filing comments on the FCC’s proposals of January 22 and a deadline for reply comments of February 19.

As we wrote in our initial summary of the proposal, this proceeding is likely to be controversial, as licensees of Class A stations fear that the reduction in interference could lessen these stations’ appeal to advertisers, potentially adversely impacting some of the few remaining successful AM stations. The importance of these stations to rural residents and the transmission of EAS alerts are other public interest factors cited by these licensees. On the other side are the many local AM operators who might be able to increase power, especially at night, to provide better service to their communities. No matter which side of the debate you may fall on, make your thoughts known in the upcoming comment period.

You may submit comments, identified by MB Docket No. 13-249, by either of these methods:

- Federal Communications Commission’s Website: http://apps.fcc.gov/ecfs/. Follow the instructions for submitting comments.
- People with Disabilities: Contact the FCC to request reasonable accommodations (accessible format documents, sign language interpreters, CART, etc.) by email: FCC504@fcc.gov or phone: 202-418-0530 or TTY: 888-835-5322.

2019 Pinnacle Awards Recording Dates Set for Best News & Best Sports

The recording week for our “Best Newscast” and “Best Sportscast” categories has been set for Monday, February 18, 2019 through Friday, February 22, 2019.

In the week that follows, the NBA will notify member stations which one of those five days’ newscasts and sportscasts must be used when submitting Pinnacle Awards entries in these categories.

Complete 2019 Pinnacle Awards deadlines and rules will be released in early 2019.
The new year will bring new legislative challenges, especially on the federal level.

For radio members, we expect the proposed “Performance Tax” to heat up again as 34 of the House members who have supported the “Local Radio Freedom Act” (LRFA) didn’t seek reelection, while other supporters lost their reelection bids. We have been fortunate over the years to have LRFA support from Congressmen Don Bacon, Jeff Fortenberry and Adrian Smith along with Senator Deb Fischer. We will seek their continued support in 2019.

For TV members, the Satellite Television Extension and Localism Act (STELA) is up for review and renewal, which could lead to Retransmission Consent heartburn. We know that Rep. Steve Scalise (R-LA) is a big OTT fan and has been said to favor eliminating retrans fees. We’re also keeping a close eye on Microsoft’s continuing efforts to grab free TV spectrum under the guise of it being needed to deploy Rural Broadband across the country. The NBA supports the development of rural broadband, but not at the expense of the TV channel Microsoft is seeking. There’s plenty of unused, free spectrum that Microsoft can use to deploy rural broadband without taking TV stations off the air.

In late February, a contingent of NBA members will meet with our federal delegates in Washington, DC to discuss our concerns and seek their support during the NAB’s annual State Leadership Conference.

On the state level, we’ve got a few items to keep a watch on. Regarding “Winner Take All,” the increase in registered Democrats who won seats in our state legislature bodes well for our continued stance against this proposed legislation. Between that change and more significant state priorities (i.e.: budget, property tax relief, Medicaid expansion), we doubt the bill will gain traction this session but will monitor it regardless. Because of our state’s budget pressures, we will also monitor the potential for a proposed tax on advertising. We’ll also stay close to the newly formed Rural Broadband Committee and work through Media of Nebraska on any FOI concerns that arise after the bills are introduced.

NBA Board Chairperson Ariel Roblin reminds members to be prepared to activate when asked by the NAB and/or NBA as these or other issues take shape.

What You Can Do

Invite your federal, state and local elected officials to your station on a regular basis. After they address issues of concern to your audience on the air, get a few minutes in your office to discuss your concerns about issues impacting broadcasters. Nothing is more powerful than hearing directly from you – those whose businesses and employees are impacted by the issues at play.

To learn more about any of these issues, contact Jim Timm at jim@ne-ba.org or 402-933-5995.
A summary of the NBA Board of Directors Fall meeting held in Grand Island on November 14, 2018.

Chairperson Ariel Roblin called the meeting to order at 10:11a.m. and outlined her vision for her term as Chair, with goals including extending the “Think First” First Amendment campaign and activating other board and station members in building inroads and better relationships with our federal and state elected officials. Minutes from the August 14, 2018 board meeting were approved.

Secretary-Treasurer Ami Graham presented the financial statements for July, August, September and the 2017-2018 fiscal year end which were approved, as was the 2018-2019 operating budget.

**Government Relations/Legislative:** President/Executive Director Jim Timm reported that on Federal issues, the Radio Performance Tax, Microsoft White Spaces and STELA/ Retransmission Consent are priority matters that could give broadcasters headaches in 2019. On state legislative matters, Timm said the increase in registered Democrats who won seats in our state legislature should bode well for our continued opposition to the proposed “Winner Take All” legislation. An eye will be kept on the newly formed Rural Broadband Committee and for the possibility of a proposed tax on advertising, given our state’s need for new revenue.

**Freedom of Information/Court Cameras:** Timm provided updates on recent and pending activities of the Bench Media Committee and Media of Nebraska.

**NCSA/PEP:** Timm reported on the status of current, pending and prospective partners.

**Member Services:** A motion was approved to renew contracts with several member benefit providers for 2019.

**Membership:** A motion was approved to retain the current dues structure for 2019.

**Convention:** Roblin recapped the Convention Committee’s recommendations for 2019, and a motion to approve them passed. Significant changes include separate Radio and TV sales training sessions and a new “networking lounge” for all members following Wednesday’s training sessions.

**Public Service:** Timm said he is working on first quarter dates for the Governor’s Call In Show and in early January, he’ll ask members to reply to our annual “Localism” survey.

**History Project:** Timm reported that he and President Emeritus Marty Riemenschneider are making steady progress on sorting and organizing the many items donated by Dr. Larry Walklin as well as other historical items on file.

**Future Talent:** Timm recapped recent NBA participation at several high school events and reported that Northeast Community College is now using the P1 Learning “Intro to Broadcast Ad Sales” course, along with UNL & UNO.

**Old Business:** Judging criteria for college scholarships was approved and feedback was given on the pending scholarship plan for high school seniors. Past Chairman David Kelly outlined the status of efforts by Jensen, Chuck Schwartz and Angie Stenger to create a “Broadcasting Makes a Difference” campaign and encouraged the board to see this plan through.

**New Business:** Regarding our growing collection of historical items, Timm was given approval to seek bids on the creation of a new NBA History website or landing page.

Robin thanked everyone for their participation and the meeting adjourned at 2:13p.m.
Ariel Roblin—KETV, Omaha

As broadcasters, our mission to serve the public has always been the foundation of our industry. We provide news, weather, music, entertainment, and powerful digital platforms to connect our communities. Although we do this 24/7, 365 days a year, nothing showcases our mission more than when tragedy strikes. This is our common bond.

It’s a bond that crosses all types of borders. Borders between competitors, between radio and television, DMA borders, and state borders. We help with lifesaving coverage and hold countless telethons and radiothons to help raise millions of dollars for recovery efforts. We even send our very own to stations in the eye of the storm to offer relief to our brothers and sisters struggling to balance the mission to serve the community while caring for their families during such a tragedy. From fires in California, to hurricanes in Florida and South Carolina, and of course tornados in our home state of Nebraska…simply put, when we can help, we do.

It was in this spirit that Nebraska Broadcasters led a record breaking relief campaign to assist hurricane victims in our industry. When two hurricanes battered the southeast, the NBA did not hesitate to donate $5,000.00 to the Broadcasters Foundation of America (BFA) to help radio and television broadcasters affected by these devastating hurricanes. At that time, it was the largest donation ever received from a state broadcast association for disaster relief. And when word of the NBA’s donation got out, another 10 state broadcast associations followed suit, resulting in total donations of $49,500.00 to the BFA to support our brothers and sisters whose lives have been turned upside down.

You can all be proud of our organization and the leadership our NBA President Jim Timm provided to stimulate such a collective effort. For this is truly an action inspired by the daily commitment to serve from the members of the Nebraska Broadcasters Association.

The Broadcasters Foundation of America’s mission is to help radio and television broadcasters who have fallen on hard times due to an illness, critical accident, natural disaster or other misfortune. We know of multiple Nebraska broadcaster colleagues that have been awarded funds over the years to help them recover from difficulty as well.

To learn more about the BFA or make a donation, click here: [www.broadcastersfoundation.org](http://www.broadcastersfoundation.org)

Also, if you know of someone in our industry in need, please make sure they know about the mission of the BFA to help ease their burden.

I hope you all have a wonderful Holiday Season, a very Happy New Year, and a wonderful start to 2019!

With much gratitude for all you do,
NBA HALL OF FAME NOMINATIONS DUE BY JANUARY 14, 2019

You still have time to nominate someone who you feel deserves to be inducted into the NBA Hall of Fame. Nomination details and the application itself can be found here: http://www.ne-ba.org/hof/

If you wish to call attention to someone who has already been nominated, contact Jim Timm at jim@ne-ba.org. The NBA Board of Directors will meet in February to review the nominees and vote on the person or people to be inducted in 2019. Our Annual Hall of Fame Banquet is set for Tuesday August 13 at the La Vista Conference Center.

MORE MEMBERS BENEFITS: NEW WEBINAR SERIES FOR 2019

The NBA will be expanding its digital offerings in 2019 with a series of FREE webinars produced by the Michigan Association of Broadcasters.

These Thursday webinars will cover a variety of topics for sales, engineering, programmers and managers, starting on January 17th with "On the Spot" presented by sales guru Paul Weyland.

On the docket:

- Jan. 17, Sales: Paul Weyland, "On the Spot"
- Feb. 21, News: Esther Thorson, "Dealing with Consumer Anxiety About 'Fake News"
- Apr. 18, Digital: Wilkinson Barker Knauer, LLP, "Updating Website TOS Agreements"
- May 16, Programming: Kevin Robinson, "You are Doing it Wrong"
- June 20, Engineering: Jeff Welton, Nautel (topic TBD)
- July 18, Engineering: Larry Wilkins, "Chief Operator Rules Review"
- Sept. 19, Management: Laurie Kahn, (topic TBD)
- Oct. 17, Management: Chris Lytle, "Scarce Talent: Recruiting and Hiring Better Salespeople"
- Nov. 21, Management: David Oxenford, (legal/regulatory topic TBD)

Stay tuned for more info!
The Nebraska Broadcasters Association Foundation (NBAF) has awarded $10,000.00 in scholarships to these four students who are currently attending Nebraska universities with aspirations to work in broadcasting upon their graduation:

**William Bauer**, a junior at University of Nebraska – Lincoln pursuing a dual major in major in Broadcasting and Sports Media and Communication, was awarded a $2,000 NBA Foundation Scholarship.

**Evan Jones**, a senior at University of Nebraska – Kearney pursuing a dual major in Sports Communication and Sports Management, was awarded a $3,500 Marty Riemenschneider Scholarship.

**Emily Morrow**, a sophomore at UNL pursuing a dual major in Broadcasting and Advertising/Public Relations, was awarded a $2,500 Dick Palmquist Scholarship.

And **Zach Penrice**, a UNL senior pursuing a dual major in Broadcasting and Journalism, was awarded a $2,000 NBA Foundation Scholarship.

Each one of these fine students has also earned the opportunity to participate in the NBA’s 85th Annual Convention next August, in La Vista.

Current NBA Board Chairperson **Ariel Roblin**, President/General Manager of KETV, Omaha, said: “The Nebraska Broadcasters Association is proud to support these fine students. Their passion, commitment, and dedication to values and mission of the free press gives us great confidence in the future of Broadcast Journalism.”

**If you employ any college students, be sure to tell them about our new scholarship program!**

The NBAF offers scholarships to assist students enrolled in radio and/or television broadcasting or broadcast journalism educational programs at colleges, universities or technical colleges in Nebraska. Students meeting our requirements were encouraged to submit their application, with a panel of NBA board members reviewing each applicant’s materials.

Earlier this year, the NBA board of directors voted to bring our scholarship awarding process in-house. The number of scholarships and total dollar amount awarded each year is at the discretion of the NBA Foundation board based on application quality and quantity. The board also voted to create the NBA’s first-ever High School student scholarships. Details on this program will be announced in January.
Do you know your five freedoms, as guaranteed within our First Amendment?

Thanks to the strong support of NBA member stations and state press outlets, Nebraskans are indeed getting educated about these unique, important freedoms.

This joint campaign appearing on-air, online, in social, digital and print media across the state, drives people to www.thinkfirstamendment.org and is racking up some very impressive stats:

- Over 5 million impressions
- Over 442,000 pageviews
- And by design, Mobile users are the dominant viewers of the site, hitting our primary target of teens/younger adults.

(data shown is for the period of July 1 – November 30, 2018)

The “Think First” campaign was generated through Media of Nebraska, a nonprofit organization in which the NBA, Nebraska Press Association and the daily and weekly publishers groups partner to protect access to public records and open meetings as outlined in state statutes. The creative elements of the campaign were designed by the Clark Creative Group of Omaha.

NBA members are encouraged to keep this campaign rolling. Thank you for your support!

Randy Issler
NBA BOARD MEMBER PROFILE: DENNIS BROWN

This feature introduces you to a NBA Board Member each quarter. In this issue, we are pleased to feature Dennis Brown, President & General Manager of KCSR/KBPY in Chadron.

My current role is best summed up as:
Owner of KCSR/KBPY radio. (Includes janitor!)

First job in broadcasting:
I got my start at KFTM/KBRU in Fort Morgan, Colorado, doing a Top 40 show called “Night Rock” in the 6pm-Midnight shift, Monday through Saturday nights.

Best career advice I’ve ever received:
Anybody can play the music; it’s what’s around the music that makes a great radio station.

Why I love what I do?:
Being able to make a difference in the lives of our listeners, our clients, our community and our employees. It’s an adventure every day.

One thing I’d like to change about this business:
I would like to see local radio be more local again. Nebraska still does this best, by the way.

Why young people should get into broadcasting:
It’s exciting. Every day something new seems to happen. It’s a fun industry. We’re still the source people depend on during severe weather or major news events. You get to help promote your community.

My family:
Kathi is my wife of 30 years, and my partner in our company. We are happy to have a bunch of grandkids.

I enjoy serving on the NBA board because:
The NBA does a lot of good for Nebraska broadcasters and the state as a whole. Probably more than a lot of people know. I like being able to help with that, and like looking out especially for our smaller market stations. I feel I can bring some of the challenges to light by being on the board.
Working relationships between the Nebraska Scholastic Activities Association (NSAA) and NBA members have continually improved over the last few years.

A leading reason is the regularly scheduled meetings of the NSAA’s “Media Advisory Committee,” which includes representatives of broadcast, print and online media outlets, along with the NSAA, NBA and Nebraska Press Association (NPA). The group meets twice each year to discuss new ideas, questions or concerns, speaking openly to find solutions that work best for all involved. Improvements and efficiencies have been activated in a number of areas, including communication.

The NBA thanks the NSAA’s Jeff Stauss for leading the committee, as well as NBA members Brandon Aksamit of News Channel Nebraska, Craig Eckert of Platte River Radio, Cory Kopsa of KRFS AM/FM and Jeff Motz of KFOR for their continued participation. Together, we are making a difference!
NBA Members In the Spotlight

Kent Pavelka posted his 1,000th broadcast of Nebraska Cornhusker Men’s Basketball on December 2nd when the Huskers beat Illinois, 75-60 at Pinnacle Bank Arena in Lincoln. The Huskers honored Kent with a framed jersey bearing the number 1,000 and the team rushed to his courtside post to congratulate him right after the game. Kent’s incredible feat has deservedly garnered recognition and praise from across the country as well as right here in Nebraska. Way to go, Kent!

Things have been busier than usual of late at Walnut Radio in Omaha. KBLR moved from Blair to Omaha, joining KOMJ and newly acquired stations KCRO & KOTK in one facility, with Brad Leggett being promoted to GM of the cluster. KBLR then flipped from country to a simulcast of KOMJ’s “Boomer Oldies.”

NRG Media in Omaha has some new faces and voices.

In October, KQKQ unveiled “Matt and Nikki Have a Show” featuring Matt Tompkins and Nikki Oswald.

On December 10th, Mark Shecterle took the reigns as Omaha market manager.
A November party in Scottsbluff celebrated 70 years on the air for KNEB while recognizing long-time reporter Kevin Mooney upon his retirement from the station, after 34 years of bringing news to the Panhandle. KNEB went on the air in 1948 and was purchased in 1984 by the Nebraska Rural Radio Association, the only broadcast entity in the United States owned entirely by farmers and ranchers.

Radio Ink Magazine bestowed its annual honor of “Radio Wayne Local Sales Manager of the Year” upon Katie Philippi of Alpha Media in Lincoln. Katie began her career in sales with KFRX before moving up to her LSM role in 2008. Nice work, Katie!

Gray Television launched local affiliates of The CW Network in October, on KCWH channel 18.1 in Lincoln and KNHL 5.3 in the Grand Island, Hastings and Kearney area. As of this writing, Gray is awaiting FCC approval of its’ pending purchase of KNHL from Legacy Broadcasting.

Post open positions FREE on our NBA Careers Page. Contact Jim Timm at Jim@ne-ba.org
**Future Talent Is Popping Up All Around Us**

*MavRadio.FM Embraces College Radio Day*

UNO’s *MavRadio.FM* has been in celebration mode, and rightfully so. The student staff spent about six months preparing for *College Radio Day* on October 5th. They secured a grant to host three live artists on the air, aired a men’s soccer game and a women’s volleyball game, all on the same day.

Those efforts led to earning the College Radio Foundation's top honors for participation in College Radio Day. *“The Spirit of College Radio Award”* recognizes the nation’s “truly outstanding and spirited efforts” among more than 470 participating college radio stations during this year's College Radio Day.

The College Radio Day Task Force said they chose MavRadio.FM because of the amount of time and effort UNO students put into creating awareness for the day that is dedicated to the powerful voice of college students.

*MavRadio.FM Faculty Advisor Jodeane Brownlee* said the award speaks to the passion and dedication of her team of "radio junkies." “I can attest that they are proof that radio is not only alive in 2018, it is thriving,” Brownlee said.

*Selling Ad Sales Careers to College Students*

Any NBA member will agree that finding capable salespeople has never been more important, and never been more difficult. With a healthy population of college students interested in broadcasting, the NBA is expanding its efforts to get students interested in sales careers.

It was just three years ago this fall when UNL professor *Rick Alloway* agreed to make room in one of his broadcast writing classes for a two week “Intro to Broadcast Ad Sales” course. Our friends at *P1 Learning* provided the content which the NBA board agreed to fund, and NBA members visited the classroom to talk about the tremendous benefits of a sales career. After establishing this program at UNL, *Jodeane Brownlee* at UNO picked it up last year and, just last month, *Brian Anderson* of Northeast Community College in Norfolk said “bring it on.”

With these partnerships, three state schools are now devoting two weeks of one class in each semester to talk up opportunities in sales. Classroom visits from NBA members are the icing on the cake, as the students get straight answers on this profession from hiring managers. The NBA thanks the following members for volunteering their time to talk to students during this fall semester: *Mark Halverson* of Summit Media in Omaha, *Angie Stenger* of Flood Communications in Norfolk, and *Jenny Wolgamott and Bernice Anderson* of KOLN/KGIN in Lincoln.
Selling Ad Sales Careers to College Students –Continued

MINING FUTURE TALENT IN NEBRASKA HIGH SCHOOLS

Mock Trial Student Reporter Contest: A First in Nebraska and America

With Nebraska’s expanded access to courtroom coverage, members of the Bench Media Committee are constantly seeking to better educate media members about their opportunities and responsibilities.

Those efforts will soon reach into state colleges, and have already reached into state high schools, thanks to the first ever – in Nebraska and in America – “Mock Trial Student Reporter Contest,” held as part of the Nebraska State Bar Foundation’s annual Mock Trial State Championship in early December.

The contest was open to all teams that advanced to the State Championship, allowing each to bring one student who is interested in a future in media, to report on the first-round trial. Participants watched the first round, met members of the judiciary and professional media to discuss court reporting over lunch, and then had a deadline to write a news story about the trial they observed.

The idea came from a discussion between Nebraska State Bar Foundation Executive Director Doris Huffman and NBA President/Executive Director Jim Timm. Janet Bancroft of the Nebraska Supreme Court said “Love it!” and the plans took shape from there. As always, NBA members played a key role in bringing a new idea to life. We thank Bill Kelly of NET and Dave Schroeder of KRVN for judging the students’ entries, along with NBA Hall of Famer Rose Ann Shannon and Bill Kelly for meeting with the student reporters over lunch.
**MINING FUTURE TALENT IN NEBRASKA HIGH SCHOOLS—CONTINUED**

*NBA Connects With High School Students at Fall Events*

The NBA continues to expand our participation in high school media-related events.

On October 15th, the **Nebraska High School Press Association** (NHSPA) held their annual Fall Conference at the UNL Student Union. Nearly 700 students representing a few dozen Nebraska High Schools spent the day learning about media creation, production and careers. The NBA was pleased to have Emmy Award winning journalist **Boyd Huppert** deliver the opening keynote address, who featured his mega-popular “Emmett and Erling” series to demonstrate the power of great storytelling through video. Students then attended their choice of multiple workshops on a variety of topics. The NBA thanks **Rod Fowler** of KLKN TV, and **Connor Happer** and **Mark Onwiler** of KNTK FM for hosting sessions about their respective jobs and related opportunities. **NBA President Jim Timm** led a session on broadcasting careers. **NET** provided a station tour for students from North Platte and Gretna.

The NBA also participated in **Northeast Nebraska Career Day** at Wayne State College on October 16th. 1,218 sophomore students from 46 schools were given the chance to check out 63 different career options and attend 20 various informational breakout sessions. Timm did a presentation on broadcasting careers for a group of 23 students who signed up to learn more about our industry.

The Career Center at **Omaha Public Schools** held its’ annual College/Apprenticeship Fair on October 5th attended by over 700 students from across the OPS district. The Career Center has a very active Broadcasting program led by **Doug Walker**, who invited Timm to speak to his classes that day as well as interact with students during the larger “career fair” segments of the day.
1973 - 45 Years Ago

L-R, A. James Ebel, Fetzer Stations; Richard Chapin, Stuart Enterprises; and George Round, University of Nebraska, holding Honorary Life Membership plaques presented to them at the 1973 convention in Kearney.

Bits About Broadcasters - Lyle Nelson is the new general sales manager of KFAB, succeeding “Bunny” Morrison, retired after 25 years. ... New at KOIL Radio: Steve Brown as Program Director and Di Saggau as public relations director....... Howard Shuman, KLMS owner, observed his 50th anniversary in radio in December....... KFAB Sports Director Jack Payne takes on additional duties as time salesman....... New General Manager of KCSR, Chadron is Lee Hall, who comes from KOLT, where he was news director and sales manager...... Gil Poese reports that KBRX-FM should be broadcasting in a few weeks.

1988 - 30 Years Ago

KFOR-Lincoln was recognized by its parent company, Summit Broadcasting as “AM Station of the Year. Scott Young, co-host of KFOR’s top-rated morning show was honored as “AM Broadcaster of the Year”. (Cathy Blythe, Young’s counterpart on KFOR, won the award last year.)

FCC Action: Kelly Communications has requested substitution of channel 300CI (107.9 mhz) for channel 300A at West Point and modification of CP for KWPN-FM, accordingly.

Belle West of Omaha has died. West and her three sisters, performing as the West Sisters String Quarter, took part in Omaha’s first commercial radio broadcast in 1922 on WAAW. In 1938, West started a 15 minute broadcast on KOIL, “Let’s Go Shopping with Polly.” And for many years she broadcast the Ak-Sar-Ben coronation on radio and on KMTV-Omaha.

Stan Linnertz, 1989 NBA Chairman, tells of the time he was selling Norton Warner of KLIN AM/FM in Lincoln. Warner said something that irritated Linnertz. So the future chairman of the NBA took off his coat, threw it on the floor, and challenged his prospect to fisticuffs. It was not, according to Linnertz, and isolated incident... “However, I eventually learned that picking fights is not an effective sales tool.”

continued on next page
1998 - 20 Years Ago

In response to Harold Soderlund’s $100,000 NBA Foundation challenge (Harold to match $25,000 contribution each year for the next four years if NBA raises matching amounts), Past President Tom Robson is leading an effort to raise the necessary donations for 1988.

Governor Ben Nelson was honored on the air December 14, at KKAR in Omaha, as part of the NBA state-wide call-in program. NBA President Marty Riemenschneider presented Governor Nelson with the “First Golden Mike Award.” NBA Executive Director Dick Palmquist gave a brief background and gave credit to the Governor’s staff, and to the NBA member stations for making the program possible. Governor Nelson took to the air on the live call-in program March 16, 1992, and with the exception of being off the air during the election campaign, has been on the air every single month. Moderator of the program is Rick Alloway, KRNU, Lincoln.

2008 - 10 Years Ago

A group of Omaha Radio and Television managers met with Congressman Lee Terry on December 2nd to discuss several broadcast issues and to get the Congressman’s impressions as to how the new Obama administration will affect policy-making in the future. Terry said that ultimately this may mean more regulatory oversight of the industry. Broadcasters attending the meeting included: Rob Burton, Journal Broadcasting; Greg Vogt, Salem Communications; Rhonda Gerrard, NRG; Randy Oswald and Howard Shrier, Pappas Television; Sarah Smith, KETV; Gail Backer, WOWT; Stacy Decker, NET; and Marty Riemenschneider, NBA.

On December 1, 2008, KHAS TV, Hastings, became the first commercial television in the state of Nebraska to broadcast exclusively in the new digital television format. KHAS TV went on the air January 1956, broadcasting for the last 52 years using the analog format.

Longtime NBA associate member, Universal Information Services recently celebrated its 100 year anniversary for press releasing, news tracing and media measurement. Founded in 1908, the Universal Press Clipping Bureau has grown into a national news monitoring service. In 1998 the name changed to Universal Information Services to better reflect its comprehensive approach to tracking of all media.

2019 Convention
August 13 & 14
Embassy Suites-La Vista
**Enter NAB’s “Celebration of Service to America Awards”**

The National Association of Broadcasters (NAB) has announced the entry window for their annual “Celebration of Service to America Awards.” This event exists to give broadcast stations and groups the chance to be recognized nationally for their local impact.

We all know how Nebraska broadcasters provide outstanding community service all year long.

While NBA members don’t serve their communities to earn awards, we also know that Nebraska stations rarely get national recognition for these efforts.

This is your chance to seek that recognition. The award categories have been streamlined to give broadcasters in all market sizes an equal chance to win.

Entries will be accepted from January 1 through March 8, 2019 at: [http://www.nabef.org/events/sta/](http://www.nabef.org/events/sta/)

---

**EEO Scholarship Program sets record scholarship payouts**

NBA member participation in the EEO Scholarship Program has never been stronger!

83% of our member SEU’s have committed to the 2019 & 2020 cycle of this program, generating a total of $8,000 in funding. This allows us to offer two, **$2,000** EEO Scholarships to qualifying college student applicants in 2019 and in 2020, to be selected by participating member stations.

Complete details were recently emailed to each participating SEU. If you didn’t receive yours, please contact Jim Timm at [jim@ne-ba.org](mailto:jim@ne-ba.org)

THANK YOU for such terrific support of this program!
“Where do radio and television fit in with digital media?” I may be a bit biased, but I feel that not only do we have a place at the table, I’ll dare to say that we’ve got an opportunity to sit at the head of that table.

Broadcast radio and television are remarkably effective methods of delivering your customer’s message. Our greatest strength can be summed up in one word. Reach! Digital marketing is a remarkable tool in its own light. Their strength is depth. And because of this, today’s consumer is the best informed in history. Thank you, World Wide Web!

Now imagine what would happen if they were to join forces! According to a study done by Forrester Research, there are four available media types: Owned… Earned… Paid… and Merged. Let’s unpack each of them:

**Owned media** consists of your prospect’s website, social sites, brick and mortar location, signage above the door and the employees in the store. Websites and social media sites give unlimited coverage of products, services, testimonials. **Upside:** You have a unified message totally in the control of the business owner.

**Earned media** is home to brand champions. They feel a high level of engagement and through testimonial, they’re out there 24/7/365 spreading the good word of your advertiser! Outlets include: Yelp, Facebook, Amazon, and Trip Adviser. **Upside:** Nothing sells like a positive customer review! The **downside** for both owned and earned media is that you are in a closed loop. Primarily talking to friends, family and existing customers.

Aha! This is where **Paid media** comes into play. Us! Broadcast media is in the reach business, the voice of the communities that we serve. **Upside:** We reach tens of thousands of different eyes and ears on a weekly basis, and again the advertiser is in total control of the message.

With paid media, you REACH the masses with your advertiser’s message, and you have the ability to guide that message to the appropriate place in the decision-making process. This is the sweet spot, where owned, earned and paid media converge.

So, when asked about Broadcast Media’s future relevance, rest assured that your place at the marketing table is quite secure. Broadcast Media provides massive reach, and Digital Media provides the depth necessary to create a well-informed consumer.

Reach + Depth= A highly effective ad campaign. And you are at the center of it all, the keeper of the message!

Want to know more? You’re just a click away!

To log on to the FREE NBA Training Campus, click here:  [https://nbane.thinkzoom.com/users/sign_in](https://nbane.thinkzoom.com/users/sign_in)

In the search bar type in: **Broadcast Media in a Digital World-Parts 1,2 and3**

To set up an account on the NBA Training Campus, contact Katey Woolam at 816-456-8603 or katey@p1learning.com
**NEBRASKA EMERGENCY ALERT SYSTEM**

### 2019 EAS Required Monthly Test (RMT) Schedule

<table>
<thead>
<tr>
<th>Month</th>
<th>C Time</th>
<th>M Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 15</td>
<td>10 AM</td>
<td>9 AM</td>
</tr>
<tr>
<td>February 19</td>
<td>11 PM</td>
<td>10 PM</td>
</tr>
<tr>
<td>March 19</td>
<td>10 AM</td>
<td>9 AM</td>
</tr>
<tr>
<td>April 16</td>
<td>11 PM</td>
<td>10 PM</td>
</tr>
<tr>
<td>May 21</td>
<td>10 AM</td>
<td>9 AM</td>
</tr>
<tr>
<td>June 18</td>
<td>11 PM</td>
<td>10 PM</td>
</tr>
<tr>
<td>July 16</td>
<td>10 AM</td>
<td>9 AM</td>
</tr>
<tr>
<td>August 20</td>
<td>11 PM</td>
<td>10 PM</td>
</tr>
<tr>
<td>September 17</td>
<td>10 AM</td>
<td>9 AM</td>
</tr>
<tr>
<td>October 15</td>
<td>11 PM</td>
<td>10 PM</td>
</tr>
<tr>
<td>November 19</td>
<td>10 AM</td>
<td>9 AM</td>
</tr>
<tr>
<td>December 17</td>
<td>11 PM</td>
<td>10 PM</td>
</tr>
</tbody>
</table>

### GOVERNOR RICKETTS CALL-IN SHOW SCHEDULE

More than 30 member stations across Nebraska carry the NBA Governor’s Monthly Call In Show, which originates from KFOR in Lincoln with distribution support from Husker IMG Sports. Call volume is strong and listener passion evident on the variety of issues raised during each program. The NBA and Governor Ricketts thank our many affiliates and remind you to promote each month’s program on the air, online and through social media.

**2019 Governor Ricketts Call-In Show Dates:**

January 7 & February 11 (future dates pending)

*All shows air at 2pm C / 1pm M*

### SAVE THE DATE! SYNC WITH THE NBA CALENDAR

**Events, Meetings & Deadlines**

- NBA EEO Scholarship **promotion window**, January 1 – February 28, 2019
- NBA Hall of Fame **nomination deadline**, January 14, 2019
- NBA Pinnacle Awards **recording dates**, February 18 – 22, 2019 – for Best News & Sportscast entries
- NBA Pinnacle Awards **practice window**, March 27 – April 10, 2019
- NAB Show, April 6-11, 2019 – Las Vegas
- NBA Pinnacle Awards **entry window**, April 17 – May 6, 2019
- NBA Foundation Golf Tournament, May 2, 2019 – Eagle
- The Conclave, June 19-21, 2019 – Minneapolis
- NBA Annual Convention, August 13-14, 2019 – La Vista
- NBA Annual Convention, August 11-12, 2020 – Lincoln
What is ChannelYou?

ChannelYou is a new NBA website with resources designed to interest high school and middle school students in pursuing a broadcasting degree and career.

Developing a pipeline of future broadcasters is a NBA priority. ChannelYou is an outreach tool to assist the NBA and our member stations when meeting with high school and middle school students.

Resources on www.ChannelYouNBA.com include:

Career-specific testimonial videos, from NBA member radio and TV professionals. Our video testimonial library includes sales, engineering, news, production, on-air and sales management.

Job descriptions for multiple positions in radio and TV.

Links to Nebraska colleges and universities that offer broadcasting and related degrees.

Other content regarding broadcasting-related camps, conferences, scholarships and awards competitions will be added.

What can you do with ChannelYou?

Turn the page...
What can you do with ChannelYou?

1) At least once per semester, speak to a class at a local high school or middle school about careers in broadcasting. Nothing can be more powerful than a local “celebrity,” owner or manager sharing their passion for radio or TV. You can do the same at career fairs.

2) Use the ChannelYou website in the classroom. Play the video testimonials, review the job descriptions, and highlight how many places they could earn a degree right here in Nebraska.

3) Take some ChannelYou “swag” for the students. Contact Jim Timm at jim@ne-ba.org at least 7 days ahead of your school visit and the NBA will send you a box of t-shirts, water bottles, bookmarks and pens to hand out.

4) Air ChannelYou promos. The NBA is providing you with a promo targeted to high school and middle school kids to air at your discretion. Airing these promos – which you could customize for your own purposes – will draw more students to the website and raise awareness of broadcasting careers.

Creating a pipeline of future broadcasters is the responsibility of every NBA member. Speaking to students and using ChannelYou can make it easier to get kids thinking about broadcasting–before they choose another field.

Contact Jim Timm at jim@ne-ba.org or 402-933-5995