NBA Celebrates Its 80th In August...Great Convention Agenda Lined Up Too!

My how fast the time goes. It just seems like last year we celebrated the 75th anniversary of the NBA and now here comes our 80th! The Nebraska Broadcasters Association is the second oldest state broadcast association, with Georgia being a few months older.

The lineup this year is most impressive, and we hope you’ll be attending what we hope will be our best convention yet.

Convention will open with a Lincoln Area Broadcasters Job Fair to be held in the conference area from 10-11:30 on Wednesday, August 13.

The sessions kick off with a management only session with RDR President Mark Levy, presenting “Management Versus Leadership: The Differences and How To Be Good at Both.”

At the conclusion of Levy’s session, the annual meeting of the Nebraska Broadcasters Association will be held which includes the elections of the 2014-2015 Officers and Directors, and following this will be the Quarterly NBA Board Meeting.

The evening festivities will begin at 6pm with the Hall of Fame Reception and Hall of Fame Banquet where the 2014 Hall of Fame will induct Rod Bates and Lynne Grasz-Hall. The Chairman’s reception will conclude the evening’s events.

Thursday promises to be a jam-packed day with sessions for nearly everyone. The day will start early with a State of the Industry breakfast, featuring Erica Farber, President/CEO, Radio Advertising Bureau and Brad Seitter, Sr. Vice President, Local Division of the Television Advertising Bureau.

This is a session for managers and will include some time set aside for questions and answers.

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As has been held in the past, there will be a day-long Engineering session featuring presenters for both television and radio engineering. The meeting is being sponsored by SBE Chapter 74.

Concurrent sessions begin at 9:00 a.m. The always popular Paul Weyland returns for an energy-filled, humorous but compelling new session, called “To Sell the Truth!” Also starting at 9:00 a.m. will be the Legal/NBA Session hosted again this year by NBA Legal Hotline Attorney, John Wells King. He will be joined on stage by Washington attorney Gregg Skall, who has appeared at prior NBA conventions as well as Kelly Cole, Executive Vice President of NAB Government relations. This is Kelly’s first NBA convention and she will bring considerable value and information to this session. Last year, the NBA instituted a new format and we plan to stay with this configuration this year as well. This is yet another must attend for General Managers, Owners, and senior management.

The luncheon will feature a keynote address from Bryan Dodge. While new to the NBA, Bryan has received rave reviews from other state broadcasters associations and has been asked to come back to all states that he’s spoken to. His address is called, “How to Have Your Best Year Ever!” By the way, Bryan is a UNL graduate so we’re eager to welcome him back to Nebraska!

Following lunch, Bryan will also conduct a sales session on “How to Build a Complete Salesperson” The feedback we’ve received on this session from other states has been amazingly positive. Salespeople will be getting two great speakers on two important subjects to hopefully have them come away from the convention with new concepts and ideas that they can use to immediately improve their sales efforts.

News and Radio Programming fill out the other concurrent sessions in the afternoon. Two very interesting news sessions conducted by UNL College of Journalism Barney McCoy will feature an ethics session with a panel of Nebraska Broadcasting News folks, which should be thought provoking and informative. Then Matt Waite, who heads the Drone Technology department at the UNL College of Journalism and Mass Communication (we have one of only two such departments in the United States at this time), will give a live demonstration of a working drone and give us an update as to how drone technology will be used increasingly in gathering and presenting news.

This year’s Radio Programming session will be by Paul Jacobs from Jacobs Media. He will speak on the effect Social Media is having on radio programming, featuring In Dash in-car listening, and will touch on the Next Radio technology which is gaining steam across the country. He will also be doing a separate programming session as well. We urge any program or operations manager to attend this all-important session that will show you where our industry is headed...and will be useful for all sized radio operations in small markets as well as the rated markets. Paul recently spoke with Paul Bremmer from Next Radio at the Oklahoma Broadcasters Association and the reviews on that session have been outstanding. We can’t stress enough that this session is probably the strongest programming session we’ve

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Convention (continued)

had for many years at one of our conventions. Do not miss this!

The Annual Awards of Excellence banquet will conclude this year's 80th convention. This year, we'll have a Mardi Gras theme, which should be fun and entertaining! Speaking of entertaining, the evening will feature a concert by a BMI songwriter, just prior to the awards ceremony. And, this year's awards ceremony will be hosted by Mr. Smooth, Rick Alloway, who always does such a good job emceeing events. He will be joined on stage by Miss Nebraska USA, Amanda Soltero, who just finished in the top 20 in the Miss Nebraska contest a week or so ago....and by the way, she's a broadcasting major at UNL!

Once again, the Chairman’s Reception after the Awards banquet will wrap up this year’s convention.

Be looking for your convention packet coming to your email soon. The convention information will also be posted on the NBA website along with registration information. And, we'll be sending out E-mail blasts that will give even more detailed information about the convention sessions and speakers.

Remember, the convention will be August 13-14 at the newly remodeled Cornhusker Marriott Hotel in Lincoln. We'll have something for everyone....and gather once again for friendship, education and to celebrate broadcasting in Nebraska!

Two NBA Hall of Famers Remembered at the Seniors Foundation

The Seniors Foundation of Lincoln and Lancaster County recently honored two NBA Hall of Fame Broadcasters at their Keystone Award Luncheon, May 15, 2014 in Lincoln. Don Gill and Roger Larson were remembered for their contributions over the years.

Gill was a career broadcaster and former host for Live & Learn. He served as the emcee at many charity events, volunteered with the Lincoln Area Agency on Aging and was president of the Lincoln Municipal Band. He was an avid sports enthusiast and as the sports director at KLIN, he was named Sportscaster of the Year five times.

He was the Director of Development for Nebraska ETV for 12 years, and his “Golden Days of Radio” program brought back memories of people, broadcasting, and history. Don and Donna were married for 59 ½ years and have two daughters and 2 grandchildren. Don “signed off” in January of this year.

Roger Larson had a spectacular radio career with KFOR for 40 years. Larson raised millions of dollars for more than 40 organizations, including the Seniors Foundation from 1993-1996. His fundraising spirit benefitted the 2013 Special Olympics and its success continues, as it was instrumental in Lincoln winning the 2015 State Games of America.

The Centennial Mall Renovation is one of Roger’s many visions. He was unstoppable in his love for community, fund-raising, arts and education. He and Shirley were married for 63 years and have three children and seven grandchildren. His commentaries always ended with “...that’s how we see it..”
In a press release dated April 9, 2014, NBA Chairman Craig Eckert announced the appointment of Jim Timm as the new President and Executive Director of the Nebraska Broadcasters Association. Timm is replacing 12 year NBA President Marty Riemenschneider, who is retiring at the end of this year.

The selection committee, which was comprised of the Executive Committee of the NBA Board of Directors, made the final selection from a large group consisting of several highly-qualified applicants.

Timm, a Wisconsin native, has been working in broadcasting since 1975. He earned his FCC 3rd Class license at age 13 and was a volunteer DJ at college station WVSS-FM, while attending Menomonie, Wisconsin High School. After high school, he went on to receive an Associate Degree in Broadcast Advertising Sales from Western (WI) Technical College in 1981.


In 1986, he moved back to La Crosse for Mid-West Family as an account executive for two years, and was promoted to General Sales Manager in 1987 through 1996. He later moved to Journal Broadcast Group’s WKTI-FM in Milwaukee as General Sales Manager.

Jim then re-located to Omaha in 2002 as Director of Sales for Journal’s Omaha cluster (KEZO/KKCD/KQCH/ KSRZ/KBBX/KOSR/KHLP). He became Station Manager of the stations in 2006.

In 2008, he moved to Connoisseur Media’s KBBX-FM where he remained until his appointment as the new President/Executive Director of the NBA. He has considerable experience on the NBA board, having served as a director, officer and was its’ Chairman from 2011-2012.

In his spare time, Jim enjoys his family…bicycling, racquetball, and relaxing with friends. He and wife Deb are the proud parents of daughter Lauren and son Matthew.

Riemenschneider has taken on the title of President Emeritus, working alongside of Timm for the remainder of the year. Riemenschneider reports that “Jim is working hard and working smart to learn the ropes and is catching on to the nuances of the position in extraordinary fashion.” Jim says learning the job is like trying to “drink through a fire hose”, but Marty is extremely impressed with Jim’s ability to quickly learn the many facets of the job. “He is and will be a great NBA President,” said Riemenschneider.

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**2014 Nebraska and Iowa Election Dates**

**General Election- November 4, 2014**

(LUC starts 9/6/14)
Explain the Bribe in Your Commercial by Jeffrey Hedquist

How can we get people to respond? Reward them for paying attention by making the commercial entertaining or relevant to their life – solving a problem, relieving a pain.

Pay or reward them for taking a survey, coming to the store, visiting the advertiser’s web site, filling out a form, submitting their contact and demographic information.

When we do that, whether it’s with a sale, offer, discount, free service – in other words, a bribe, tell ‘em why we’re doing it. It lets us share some truth with the audience, giving us a chance to build rapport with them. Here’s an example of how it could work for a furniture store:

Last fall at the big furniture show in NY, we fell in love with a beautiful Tiffany-style lamp, and we figured you would too. So we bought 300 of ‘em. Well, we still have 73 left. These beautiful lamps with stained glass shades sell for $590 each in most stores and on sale for $295.

We’ll sell you one of these lamps for $147. That’s less than we paid. Why did we decide to lose more than $50 on each sale?

We’ll clear out some inventory, you get a beautiful lamp for less than you could, even if you bought 300 of them, but here’s our thinking: when you come in for your Tiffany style lamp, you’ll see the oriental rugs on display, you’ll walk through the exquisite room settings, you’ll get to see and touch one of a kind furniture pieces, and you’ll most likely fall in love with something else here.

Offering you this work of art for only $147 is our way of luring you into our store. You may not buy anything else, but we believe you’ll come back when you want to buy furniture.

There are all kinds of ways advertisers entice prospects to interact with them:

- Loss leaders
- Free consultations
- Promotions
- Free bonuses
- Sales
- Test drives

Ask your client exactly why are they offering their enticement. What do they expect to happen? Then explain that to the audience.

Let the audience know why the advertiser’s doing it – to bribe, lure, entice, seduce or encourage people to come in.

When you explain the bribe you tell the audience what you’re doing. It’s a refreshing change of pace from the usual hype and it can help remove the barrier between sellers and prospects.

To get your very own free copy of “Hedquist’s List of 328 Commercial Cliches,” email me jeffrey@hedquist.com and I’ll send them. Guaranteed to reduce commercial effectiveness.

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SAVE THE DATE FOR CONVENTION 2015!

August 11 & 12, 2015
Ramada Plaza Omaha Hotel & Convention Center
Jack Payne was given the Broadcast Pioneer Award for 2014 at the College of Journalism and Mass Communications J Days Awards luncheon held on April 25th at the Wicks Alumni Center at the University of Nebraska-Lincoln.

Payne’s career spanned 47 years, starting in 1946 on WNAD (University of Oklahoma) before retiring in 1988 from Omaha’s KFAB. Along his journey, Jack worked for 17 years in the early days of TV, including time at WOW-TV, just 18 months after television came to Omaha. Jack called the Nebraska Cornhusker Football games on WOW-AM from 1951-1967 and was on the Husker Football broadcast team at KFAB from 1970-1992. He called Husker Basketball home games from 1951-1959 and boosted Creighton University Basketball by doing play by play of their games in the 1960’s. He announced the Nebraska State High School Track & Field championships from 1971-2000 and gained wide acclaim as the P.A. voice of the College World Series at Rosenblatt Stadium for 37 years, from 1964-2000. He became an early member of the Alpha Epsilon Rho broadcast fraternity in 1946 and among his many honors, Jack was inducted into the Nebraska Broadcasters Hall of Fame in 1995, is a three-time “Nebraska Sportscaster of the Year” winner, and was inducted into the Omaha Press Club’s “Journalists of Excellence” Hall of Fame in 2009 and received their foundation’s “Career Achievement Award” in 2011.

Other honorees at the luncheon included Emily Szink, from KMTV Action 3 News who won the Thomas C. Sorenson Award for Distinguished Nebraska Journalism for her three-part story about MDMA, or commonly referred to as Molly, which is a self-proclaimed “club” drug, and how dangerous this substance is. She interviewed a former D.A.R.E. officer, a DEA agent, and an undercover officer, as well as a clinical manager and a nurse at Catholic Charities Journeys: Drug Rehab Center for Teens.

The winner of the Kappa Tau Alpha Outstanding Service to the Profession Award went to Charlyne Berens, Associate Dean, CofJMC, who is retiring this year. The Hitchcock Outstanding Graduate Student awards went to Allison Busch and Wade Hilligoss.

Outstanding Alumnus Awards went to four alumni. Jay Wilkinson, CEO of Firespring won the Advertising Award; Rob McCartney, long time reporter and news anchor for KETV, Omaha was given the Broadcasting award; Kelly Johnson, from the Washington Post won the Journalism Award and for Public Relations, the award went to Sheri Sallee, Health Care Communications Consultant
Chairman’s Column by Craig Eckert

"After leading a coup last month and taking over Thailand’s government, military leaders in the country ordered TV regulators to provide free World Cup coverage for the Thai people. The move is part of a “happiness campaign” the leaders have enacted to increase popularity..." HollywoodReporter.com 6/12/14

Alas free broadcasts, which are part of a "happiness campaign" in Thailand, are apparently creating a similar effect on one sub-committee in the House of Representatives, namely, "The House Subcommittee on Courts, Intellectual Property and the Internet."

I watched the first three-hour hearing on an "omnibus" copyright law re-write. Like a NASCAR pile-up I was at the same time awestruck, sickened and unable to look away.

The hearing began when Rep. Jerry Nadler of NY (who by the way never met a TV camera or microphone he didn't like, I guess he knows the value of broadcast promotion) led things off as the current water carrier for the Performance Tax on broadcasters. Nadler was followed by an array of recording industry representatives, performing rights organizations and songwriters but alas only the TV Music License Committee was to represent broadcasters. I understand a similar wacko ratio of recording industry insiders to broadcasters will be in the next lineup June 25th.

Nadler claims that broadcasters are exploiting performers, yet Nadler ignores the real villains. The recording companies and publishers may claim one thing but why are they always being sued by their performers? 1987: Carole King sued her record company owner Lou Adler for over $400,000 in royalties. She also asked for all rights to her old recordings. 2012: James Taylor filed a complaint in Los Angeles Superior Court against Warner Bros. Records. The document claims that Taylor is owed nearly $2 million in royalties from digital downloads. 2014: Country star Brad Paisley sues record label Sony Music for $10 MILLION after he claimed they held back royalties. In Canada a massive infringement lawsuit is brewing against the "Big Four" (Warner Music Canada, Sony BMG Music Canada, EMI Music Canada, and Universal Music Canada) with damages ranging from $50 million up to $6 BILLION for use of artists' music without permission. I could write a book but I don't have to because ‘60's rocker Tommy James already did, in 2010, an autobiography "Me, The Mob, and The Music". They say it's going to be a movie; I wonder who will get the royalties from the soundtrack because Tommy never made a dime from most of his early success.

Ironically the same companies and interests whom now dispute broadcast's positive impact on recording sales and artist promotion used to (primarily illegally) PAY US to play certain artists and recordings and suffered through the "payola/plugola" scandals of the late 1950's. The payola scandal nearly cost Dick Clark his career until he sold his stake in a record company. Phil Lind of WAIT (AM) in Chicago disclosed in Congressional hearings that he had taken $22,000 to play a record.

Consider as late as 2005, New York Attorney General Elliott Spitzer settled out of court with Sony, Warner and Universal after they admitted to millions of dollars in direct payments to radio chains for favorable airplay.

In the face of all the evidence that the record companies value radio airplay enough to violate federal law while laying out millions to get records on the air, at the hearing the NAB's premise that we have a 7-decade long "symbiotic" relationship with the performers was literally mocked by Neil Portnow of The Recording Academy. Here I give the required "Shame on broadcasters" for taking the bribes yadda yadda, but the point is made. The more airplay, the more sales, and Pandora can take a jump because read the next paragraph.

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**Chairman’s Column (continued)**

All the illegal goo aside, legitimate studies prove we help each other, from April 2013: “**Telling listeners song title and artist likely has a bigger impact on music sales than digital music service recommendation algorithms** (as I said, Pandora take a leap). An NPD Group survey of 1,061 people found more than half (54%) said radio announcements would spur them to buy more music. Digital consultant Jennifer Lane says the research ‘underscores the promotional value of AM/FM radio relative to song sales’.”

Here's my broadcaster's bucket list:

When there is an "omnibus" overhaul of copyright statues, force an investigation into the recording industry's "creative accounting," with their performers and writers.

Redo/repeal the payola/plugola laws; heck I'd take waaaaaay less than $22,000 a record, go commercial free and still put dollars to the bottom line.

When the House Subcommittee on Communications and Technology Chaired by former broadcaster Rep. Greg Walden (R-OR) looks at a significant re write of broadcast rules, let's ask for a level playing field starting with why the broadcast airways are both the most valuable dollar-wise and over burdened regulation-wise vs. the same public airways for broadband. They can't have it both ways.

Support the NAB, support NAB-PAC and support the Nebraska's Broadcasters Association, which continues to both keep you in touch with issues while fighting for your rights.

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**NBA Calendar for 2014!**

**August 13-14** 80th Annual NBA Convention, Cornhusker Marriott Hotel, Lincoln, NE

**September 10-12** NAB Radio Show, Indianapolis, IN

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**2014 Nebraska EAS RMT Schedule***

All RMTs are scheduled for third Tuesday each month

**JULY 15 - 10:00 AM (NWS INITIATED)**

**AUGUST 19 - 11:00 PM**

**SEPTEMBER 16 - 10:00 AM**

**OCTOBER 21 - 11:00 PM**

**NOVEMBER 18 - 10:00 AM (NWS INITIATED)**

**DECEMBER 16 - 11:00 PM**

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All Nebraska broadcasters and cable systems are encouraged to have a representative on the Nebraska EAS email list where you will receive updates on EAS tests and alerts. Go to [www.NE-EAS.org](http://www.NE-EAS.org) to register.

This schedule is set by the Nebraska State Emergency Communications Committee [www.NE-EAS.org](http://www.NE-EAS.org)

*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.*
Craig Eckert. Make that Craig Eckert again? Yep, it’s the same Craig Eckert that held the NBA Chairman position ten years ago in 2004. We salute Craig as only the third person to Chair the NBA more than once. The others were Hall of Fame and Broadcast Pioneer Dick Chapin in 1956 and 1972, and fellow Hall of Fame and Broadcast Pioneer, Roger Larson in 1966 and 1972.

So what’s happened in those ten years? Plenty! First of all Craig’s family has evolved. Son Ike finished college and is now a lawyer in Denver, and married his wife, Maren. His other son Zack is a collision tech at Gateway Collision in Omaha.

And most importantly, Craig is still happily married to his wife of 40 years, Carol.

What else has changed? For one, he more than doubled the size of his company’s holdings since 2004. Platte River Radio had owned KKPR AM/FM, Kearney since 1994, but in 2005, the company added KICS AM, KHAS AM, and KLIQ FM, Hastings to the fold. Today, Craig continues to manage both the Hastings and Kearney clusters.

With respect to the NBA, he became the Legislative Liaison chair in 2011, after the retirement of Eric Brown (Nebraska Rural Radio Association), and continues in that very important position today.

Craig was born in St. Paul, Minnesota, and moved to the suburb of Roseville, where during high school, he was bitten by the journalism bug and ended up as editor of the school paper. After high school in 1970, he had the idea of staying in print, but got hooked on radio when he worked on the student radio station WMMR, located in the student Union. He was so enthralled with radio, he dropped the idea of a four year degree and decided to attend Brown Institute in Minneapolis, graduating in 1971.

His first radio job came in January, 1972 when he landed a job at KICS radio in Hastings to do mornings and sports. While at KICS, he met and later married Carol, who was doing some modeling for the JM McDonald’s Department store and Craig was doing some voice work on McDonalds’s radio spots. They were married on May 17, 1974.

In June of that year, they moved to KGGF in Coffeyville, Kansas. While there, Craig Justin (air name) and Fred Pfeiffer won so many Kansas Association of News Broadcasters and Associated Press Awards, the station had to build a trophy case.

From there it was on to WKTY in Lacrosse, Wisconsin where Isaac (Ike) was born. In 1980 he moved to KQWB in Fargo/Moorhead as the morning guy and later as Program Director. His morning show partner was Steve Carlson, and he recalls that the two did the popular Drunk Driving promotion, where a state trooper comes into the studio and has the announcers get drunk and then administers sobriety tests to see how easy it is to become inebriated. The promotion went too well, and after it was over. The duo headed to the local Pizza Hut and were almost kicked out because they were so unruly!

Another instance that demonstrates Craig’s great laugh was when they were discussing Dolly Parton’s bra size and called her bra an “over the shoulder boulder holster,” resulting in uncontrollable laughter that totally disrupted the program.
Chairman (continued)

In 1985, Craig moved to Green Bay and WNFL as Operations Manager. It was there that second son Zack was born. He became General Manager in 1986.

Eckert and the family moved back to Nebraska in 1991 as General Manager of KKPR AM/FM, working for Ingstad Broadcasting and until he and other local investors bought the stations in 1994. Dan Beck, Operations Manager for the now five station cluster has worked at the stations since 1993. He says, “Craig is a good radio man, he keeps his eye on the ball, and he also has a great sense of humor.”

Craig worked hard for the NBA during his first tenure as Chairman, and even harder during his current term. He has become deeply involved in the legislative process with regard to broadcast issues at both the national and state level. He’s reached out to the Nebraska State Activities Association in order to foster better relations with them and led the search process for the new NBA President/Executive Director, which was a very involved and detailed project. He chaired the NBA Search committee and worked many additional hours to review candidates, schedule interviews and complete the hiring process. Marty Riemenschneider, NBA President Emeritus, who worked closely with Craig in the selection process says, “Craig went over and above the call of duty to make sure the NBA had the best candidates available and in the final analysis, made the best hire in Jim Timm. He was the perfect person to oversee this process, had great ideas to assist in the search and selection of our new NBA President.”

While his term will end in August, he’s not on “cruise control”, but continues to push the NBA forward and is the process of organizing an NBA retreat, which we hope to hold after the NBA convention.

As was said ten years ago, still rings true today. “Craig Eckert is a credit to our association as Chairman….forward thinking, hard-working, talented, and with a tremendous sense of humor and a laugh to match!”

Digity Companies Purchasing Three Eagles Communications

By: Digity - May 05, 2014

Digity Companies has agreed to purchase Three Eagles Communications, a radio broadcasting company that owns and operates 48 stations in Nebraska, Iowa, Minnesota and South Dakota for the reported price of $66.5 million. The transaction is subject to Federal Communications Commission approval and is expected to close during the third quarter.

Digity was founded by Dean Goodman, its CEO, and Garrison Investment Group, through the merger of Palm Beach Broadcasting and GoodRadio.TV. The company is headquartered in Palm Beach County, Florida.

Dean Goodman said, “Digity is on-air, online, on-demand, on-location, and on-the-go. It connects today’s busy consumers with content they want, people they trust, products they enjoy and things that matter. We are very pleased to have signed the Three Eagles purchase and Digity intends to continue to grow in all areas of its operations.”

Rolland Johnson, founder and CEO of Three Eagles, said he was excited to be able to sell the company to Digity. Johnson said: “I think it is an excellent time to be buying stations. Radio seems to have survived the perfect storm and should come out stronger than ever. Johnson continued that “While on the NAB Board with Dean Goodman 10-12 years ago, Dean talked about his vision of buying stations and rolling them up into a diversified company. It is great to have a vision like Dean’s and to be able to follow through with it. Dean is getting a group of hard working people with award winning stations who deserve a chance to

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**Digity (continued)**

participate in something as exciting as what Digity offers. I congratulate him on an excellent purchase.”

Digity, through Palm Beach Broadcasting, operates four FM stations in the Palm Beach market. GoodRadio.TV operates 26 radio stations in Midwestern markets. Digity earlier this year purchased 33 radio stations from NextMedia and operates those stations in San Jose, Chicago, suburban Dallas, Saginaw, Canton, Greenville and Myrtle Beach.

Collectively, Digity is a diversified media, digital, entertainment and event marketing company that owns and operates (or has under contract) 113 live and local radio stations around the country. Subject to completion of the Three Eagles transaction, it will move to a top 5 radio group. Digity’s stations focus on raising funds for local charities, particularly children’s charities. As Digity’s media outlets say, “We live here too,” a statement of its commitment to their hometowns.

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**KBear Signs on in Broken Bow!**

![KBear Signs on in Broken Bow!](image)

On Thursday, June 5, a spanking brand new radio station signed on to serve Broken Bow, Custer County and a large listening area in Central Nebraska.

Owner and former NBA Chair, **Mark Jensen** is the proud operator of KBRY-FM, 92.3 FM, called K-BEAR.

The station signed on at 1pm, Thursday, June 5, when Nebraska Governor **Dave Heineman** threw the switch to fire up the station. He spoke of the commitment to serving the Central Nebraska area, as KBRY FM is the last Class C (100,000 watts) station to sign on in Nebraska. The Governor talked about how the broadcasters of the state provide crucial weather information and cited the recent severe thunderstorms and tornados that have affected towns all across eastern Nebraska. He welcomed the addition of K-BEAR to the Nebraska airwaves.

Jensen, his staff and family held a reception at the station during the sign on ceremonies, including a ribbon-cutting with officials from Broken Bow and Custer County. The ceremony was held in front of their station just across the Custer County courthouse on 10th Street. Several members of the community attended and heard comments from various speakers, including NBA President, **Jim Timm**, NBA President Emeritus **Marty Riemenschneider**, new KBRY FM Station Manager, **Sid Fessler** and others.

In keeping with the theme of K-Bear, attendees were treated to refreshments which included bear claw pastries.

The Bear theme is carried out throughout the facility, with rough-wood cabin-type furniture in the reception area and a bear theme throughout.

Best wishes to Mark and his team on a successful launch and hopes for a great future!
Board Briefs  Highlights of the Spring Business Meeting of the Nebraska Broadcasters Association, June 10, 2014, Chances R, York, NE.

Chairman Craig Eckert called the meeting to order and distributed recent mail correspondence to the attendees.

Secretary Joy Patten presented the financial statements for January-April, 2014 which were approved for the board. Associate Director Dara Troutman suggested that the board consider that monthly statements be reviewed by the Executive Committee and that only the quarterly report would be reviewed and approved at the board meetings, and made a motion to that affect. Board approved by voice vote, pending discussion with NBA CPA firm.

President Jim Timm reported that our total asset balance has moved beyond the 70%-30% cash to investment ratio to something closer to 65-35, due to the investment portfolio performance. The board approved having the balance restored to the 70-30 mix. Timm had reviewed the checking account balances with Pinnacle Bank and after consideration, recommended that we draw down the checking accounts to a reasonable amount and put the remainder into certificates of deposit to deliver a better return than we’ve been getting. Board approved by voice vote.

Hall of Fame Committee Chair, Dr.Larry Walklin reviewed the Hall of Fame selection process and reminded the board there are several strong candidates who have been nominated but it can take several years to achieve induction. Walklin also reported on the recent Media of Nebraska Meeting, Freedom of Information, and Court Coverage/Cameras in the Courtroom.

Regarding Government Relations, President Timm reported on several states that have or are in the process of passing “First Informer” bills. The board approved a motion to pursue such legislation. Timm also reported that all 50 state broadcast associations had signed onto a “Designated Hitter” pleading, urging the FCC to let local markets and stations decide how to transmit EAS alerts in foreign languages, should those stations go off the air.

With respect to membership, Timm said he would be reaching out to the two commercial entities who are not currently NBA members in order to try to achieve 100% participation.

With respect to member services, Timm reviewed the situation with paid internship program, the alternative inspection process, and the NBA sales training programs currently in place.

Timm reported that the Public Service or self-promotion process had not moved forward, and asked for direction as to how to get this in motion. The board discussed to what type of project should be utilized, and the suggestion was made to initially survey the members to measure PSA time given, dollars raised, etc. before the committee moves forward. Dave Birnie, Angie Stenger and Dwight Lane volunteered to help develop the questions for the survey.

Chairman Eckert reported that the relationship with the NSAA was still at a standstill, as they have not replied to offers of PSA and promotional help.

President Timm reviewed the current NCSA campaigns and the development of a new sales piece he is working on. He also mentioned that he had developed a list of new NCSA prospects.

Timm reviewed the now completed convention agenda. He said that the Awards of Excellence entries showed

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Board Briefs (continued)

a preliminary number of 430 entries resulting in over $10,000 in entry fees. He is also talking with Pinnacle Bank about a five year commitment for them to co-sponsor the Awards of Excellence along with the Nebraska Army National Guard.

Timm recommended that a Chairman’s Award be presented to outgoing Governor Dave Heineman at the Hall of Fame banquet as it will be his last NBA appearance.

Timm requested a dollar amount to create an 80th Anniversary commemorative item to be given away, similar to what the association did at its’ 75th Anniversary convention. The board voted to approve this outlay.

Under new business, Timm raised the possibility of re-aligning the officers’ positions in a different manner. Currently, the executive committee includes an immediate Past Chair and a Second Past Chair. It is suggested that we eliminate the second past chair position and thus create a second vice-chair position in order to better prepare those who are going through the executive committee. The board approved this change, which will have to be voted on at the annual meeting in August and to subsequently change the by-laws.

Timm announced that Laura Espejo will be taking the position currently held by Nancy Stuart in the NBA office at the end of the summer and that Espejo is learning the position at this time.

Craig Eckert explained that he would like to see the board and any interested members participate in a “Board Retreat”. He had hoped it would happen before he relinquishes his chairmanship in August, but time is so short now, that it will have to wait until after convention. Timm will work with incoming chair, Jason Effinger to plan the retreat.

A discussion was held regarding NBA sponsorship or production of a Governor’s candidate debate, or a Senatorial debate. Timm will reach out to member stations and the League of Women Voters to ascertain their plans and potential for the NBA’s involvement. Convention planning is completed so there is no availability to include a debate in the convention this year.

President Emeritus Marty Riemenschneider reminded the board about the need for folks to contribute to NABPAC.

Director Ariel Roblin expressed concern about how Cox Communications interrupt local stations’ weather programming with EAS alerts that impede stations’ information. Riemenschneider explained that NEMA and the SECC might be able to play a role in resolving this issue and Timm agreed to contact SECC President, Jim Skinner regarding the issue. The meeting was adjourned at 2:38 p.m.

Governor’s Call In Show Schedule 2014

<table>
<thead>
<tr>
<th>July 14</th>
<th>Sept 15</th>
<th>Nov 17</th>
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<tr>
<td>Aug 18</td>
<td>Oct 20</td>
<td>Dec 15</td>
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All programs are scheduled to air at 2:00 p.m. Central, 1:00 p.m. Mountain

All Governor’s Call In Shows originate from KFOR, Lincoln and the satellite uplink is provided from the Husker Sports/IMG Network, Schedule is subject to change upon the availability of Governor Heineman. “Spirit Catholic Radio Network” has agreed to carry the Governor’s Call In Show, which will add coverage through KVSS Omaha, KOLB Norfolk, KJWM Grand Island, KFKS North Platte and 89.3 FM in Chadron.
Dave Birnie, Owner and General Manager of KCNI AM and KBBN FM, met with NBA President Jim Timm and President Emeritus Marty Riemenschneider during their recent visit to Broken Bow. The stations are undergoing a significant expansion and remodel of their studios.

Earlier, the studio area of the stations were updated and modernized with a whole new look and equipment. Now the station is building a 1300 square foot addition, replacing an old trailer that once housed the offices of the facility. A brand new entrance is being built, with an expanded reception area, a new general manager’s office, meeting room and sales area. It is hoped that the construction will be completed by late July.

The stations have been operating at this location since 1949 when the station signed on. Birnie reflected on his association with the station over most of this period, and spoke of his long history there. His family was involved with the stations almost from the beginning and he worked there as a young person and purchased the stations about four years ago.

“It’s great to see the improvements Dave is making to the facility, and folks will be impressed when they see all the changes” said NBA President Jim Timm. Congratulations to Dave Birnie and his staff for their long history in Custer County and for their service to the entire area.

KLIN Wins Edward R. Morrow Award

The Radio Television Digital News Association has announced the 2014 regional winners of the Edward R. Murrow Awards. The awards recognize the best electronic journalism produced by radio, television, and online news organizations around the world. Nebraska belongs in Region 5, which also includes the states of Iowa, Kansas, and Missouri. In the Small Market Television Division, KETV, Omaha won Best News Documentary for "Mission to Africa", which incidentally won an award in the 2013 NBA Awards of Excellence competition. For radio, KLIN, Lincoln won in Sports Reporting for "Playing for the Nation."

KGBI Re-branded as “100.7 The Fish”

Salem adds another market to ‘Fish’ brand.
Continuing to build out a national contemporary Christian brand, Salem has re-branded KGBI, Omaha as “100.7 The Fish.” It’s the 8th Salem station to brand itself as The Fish, following similarly formatted stations in Atlanta, Los Angeles, Nashville and other markets.
CONNOISSEUR NAMES NEW GENERAL MANAGER FOR KBBX FM

Former KBBX Sales Manager, Rosanna Salcido has been named the station’s new General Manager as of May 5, 2014. For the past three years, Rosanna has been sales manager for Radio Lobo in Wichita, Kansas. She replaces Jim Timm who has taken the position of President/Executive Director of the Nebraska Broadcasters Association.

JOURNAL NAMES NEW OMAHA RADIO VP/GM

Mark Halverson has been named Vice President and General Manager of Journal Broadcast Group’s Omaha radio stations (KEZO-FM, KQCH-FM, KSRZ-FM, KKCD-FM and KXSP-AM). He will start in his new role on June 16.

Prior to joining Journal, Mark served as general manager at radio stations in Tallahassee, Florida; Louisville, Kentucky; and Des Moines, Iowa. Most recently, he was general manager for Triad Broadcasting’s stations in Savannah, Georgia, and Lincoln, Nebraska.

Mark is a graduate of Iowa State University in Ames, Iowa, where he earned degrees in Mass Communication/Journalism and Sociology. He is a past Board member of the Nebraska Broadcasters Association and served as Chairman of the Board in 2007-2008.

Welcome New Members!

Agview.net, Lincoln

Vail Consulting, Lincoln
2014 Scholarship Winners Announced!

The NBA Foundation proudly announces this year’s winners of the growing number of scholarships being offered by the association. These 2014 scholarship winners will be invited to attend the NBA Hall of Fame Banquet at its 80th Annual Convention in Lincoln on August 13. Last Fall, the board of directors added one more scholarship to include Northeast Community College. Congratulations to this year’s scholarship winners. The recipients were chosen by the broadcast faculty of the various institutions, while the EEO Scholarship winners are chosen by participating radio and television station management. The 2014 Scholarship Winners are:

**EEO Scholarships**

**Ryan Swanigan** is a broadcast Major at the University of Nebraska-Lincoln and is scheduled to graduate next May. A graduate of Papillion-LaVista High School, he hopes to become a sportscaster for a major network, announcing baseball, basketball or football. He has gained a lot of experience in that area as play by play, color commentator and engineer for UNL Men’s and Women’s Basketball, Baseball and Softball for 90.3 KRNU.

**Elizabeth Ryan** is a senior at the University of Nebraska-Omaha and graduated from Gross Catholic High School in Bellevue, and hails from Papillion. She expects to finish her degree in December of 2014. She hopes to become a reporter for a small market television station and work her way up to a larger market. She’d like to work as an anchor. Elizabeth is working as an intern at KETV, Channel 7 in Omaha, where she shadows reports and writes for the nightly news show. She also worked as an intern for The Morning Blend at KMTV, Channel 3 in Omaha. During her senior year, she’s been working as a reporter/anchor for the Omaha News, creating her own news packages and anchoring the weekly newscast. She also worked as a production assistant for “American Idol” when they came to Omaha.

**University of Nebraska-Lincoln**

**Joy Carey** is a Junior News Broadcasting major from Omaha, and is a graduate of Omaha Northwest. She is interested in working with radio programming, though she hasn’t decided in which capacity as yet. Her favorite aspect of broadcasting is that it has the ability to show an audience places they have never been and ideas they have never considered, through sharing stories through video and audio platforms.

**Brianna Foster** is a senior broadcast journalism/news-ed major. A native of Omaha, she is an ambassador for College bound Nebraska, an organization that ensures Nebraska students to have access to the tools they need to make higher education a reality. She is a member of Cather Circle and the National Association of Black Journalists. She has been a member of the University Program council and the W.E.B. Du Bois Honor Society executive board.

**Lucy Baker** is a junior broadcasting production major with a Spanish minor. She is on track to graduate in May 2015. Her interests lie in being in the thick of things; writing scripts, building casts, giving acting directions or being a director. She’s made videos about the new climbing facility opening at Outdoor Adventures and is working on a post-climbing competition video.

**Haley Herzog** is from Omaha and her goal in broadcasting is to persevere against odds and seek the truth in the news she reports. She is currently working to improve her skills through her current internship at NET and looks forward to learning more this summer at her internship at KMBC, channel 9 in Kansas City. She also has a major in Political Science and has gained the knowledge to understand situations so that she can cover the news internationally.

*continued on next page*
Scholarship Winners (continued)

University of Nebraska-Omaha

Kate Bowling is this year’s recipient of the Richard F. Palmquist Scholarship at UNO and hails from Omaha. As a new media major, she recently completed a special projects internship at Phenomblue that reported on South by Southwest (SXSW) film and music festival. She also gained photography, lighting and composition experience at Reel People Talent Agency. In addition to her studies, Kate also coached 7th grade basketball.

University of Nebraska-Kearney

Bryce Dolan is the recipient of the UNK scholarship for the second consecutive year. Born in Kearney and raised in Minden, his first experience in broadcast was a DJ and Emcee for the Complete Music franchise, then he became involved with UNK’s campus station, KLPR. He has hosted his own shows and also is a commentator on some of the university athletics. Earlier this year he produced and submitted two entries into the Intercollegiate Broadcasting System (IBS) Awards contest, for Best Sports Play by Play and Best Talk Show, where he won first place at the IBS conference. After graduation, he hopes to be working at a thriving radio station where he can gain more experience and continually build his career.

Hastings College

Sam Gentry, a native of Lincoln, will graduate with degrees in advertising and public relations and broadcasting in December, 2014. He has completed two internships, as a “customer relations” intern for Big Brothers, Big Sisters of Hastings and as a “promotions and entertainment” intern for the Lincoln Saltdogs baseball organization. Sam has also been promotions director for the Hastings College television network (HCTV) and oversees the marketing, advertising and public relations of that organization. He is in his fourth and final year as a member of the staff that provided coverage for the NAIA DII Women’s National Basketball Tournament in Sioux City.

Lauren Sawyer is a third-year student majoring in broadcasting and minoring in communication studies. She is from Gretna, Neb. Currently, she is the co-station manager for 90.1 KFKX-FM, and also a producer for the campus newscast Bronco News Now. She has also been a news director for HC Media and has interned with the Hastings Tribune, Clear Channel Radio and KHAS-TV. While news is Sawyer’s first love, she is becoming increasingly involved with sports productions. This is her second year on the broadcast crew for the NAIA DII Women’s National Basketball Tournament.

Doane College

Cassandra Kennedy was born and raised in Littleton, Colorado. She is a double major in Journalism and Business Administration at Doane. She is on the track and field team, co-produces a Czech radio show and is a member of Phi Beta Lambda. She is uncertain about her future plans, but would like to work in the media relations of a non-profit organization or radio station.

Andrew DeCamp hails from Lincoln. In high school he focused on competitive forensics, vocal music and making numerous “home movies” with his friends. He came to Doane in 2011 and while was involved with vocal music and forensics, it wasn’t until his sophomore year that he found a place in Doane’s student media. He has worked with print, radio video production, and television broadcasting. In spring of 2014, he took on the role of News Director for Doane’s television station DCTV, and received two first place awards, one each in TV and radio at the NCMA Golden Leaf Awards.
Scholarship Winners (continued)

Wayne State College

Matthew Ostry is from the small Nebraska community called Bruno. A graduate of Sacred Heart Private in Bruno, he plays trombone, piano, sings and farms on the family farm. His long term goal is to build a recording studio, and possibly build a radio station. Come this fall, he will be working for 104.9 KTCH Wayne, as he continues his studies in Mass Communication. He also has a passion for making movies and may pursue a career in cinema photography. To help promote the 125 year anniversary of Bruno, he made a video of the townspeople advertising the event and put it on YouTube under “Bruno Q125”.

Megan Kneifl is majoring in Electronic Media. She graduated from Hartington High School and spent several years at UNL before coming to Wayne State. She enjoys working at the college radio station as an on-air DJ and personality. Next semester, Mean will be Program Director of the Wayne State College radio station, 91.9 The Cat, an hope that this experience will lead her to a position as General Manager of the station. She enjoys time spent in video editing and the opportunities to create both educational and entertaining media for people of all ages.

Central Community College

Seth Baumert is a second year student at CCC, majoring in radio broadcasting. He was born in West Point and raised near Howells. He works part-time at KTIC AM and 107.9 in West Point on weekends and during the week in summer. His goal is to become sports director for The Bull and his dream job is to someday work for ESPN or the Big Ten Network. He became interested in broadcasting after he won an essay contest with the Bull. His reward was to broadcast a boys and girls basketball game and after receiving many compliments, he began to think that broadcasting was the right career. He has not regretted that decision and looks forward to a long and rewarding career in radio broadcasting.

Northeast Community College

Dylan Strohl-Yeomans is a sophomore Radio/TV Broadcasting major. He graduated from Loup County High School in Taylor, NE and chose to enter broadcasting following a high school job shadow at Hits 106 (KQKY) in Kearney. He received two Golden Leaf Awards in live sports broadcasting from the Nebraska Collegiate Media Association. His career goals include hosting his own radio program in Hawaii or becoming the next UFC announcer. Along with attending classes, Dylan also works as a part-time announcer for KUSO radio in Norfolk.

Cole Hein is a graduate of David city Aquinas High School. Prior to enrolling at Northeast, he was considering a career in culinary arts, but decided in favor of broadcasting because of his passion to entertain people and his love for live sports. During his freshman year at Northeast, Cole was part of a broadcast team that was presented with a Golden Leaf Award for excellence in live sports broadcasting from the Nebraska Collegiate Media Association. His career goals include becoming a sports director, play-by-play announcer and sports reporter for a Nebraska radio station.