Annual NBA Convention Offers Stellar Line-up!

How do you top 2014’s record-setting NBA Convention attendance? Set another stellar line-up of speakers and sessions!

Your NBA Convention Committee laid the groundwork last September for the 2015 NBA Convention, happening Tuesday & Wednesday, August 11th & 12th, at the newly remodeled Ramada Plaza Omaha.

Before we preview our stellar 2015 lineup, we are excited to announce a simplified registration process!

- **Registration is now exclusively online!** Just pay by PayPal or credit card.
- **Registration fees have been reduced!** We no longer require the purchase of one full set of meals, so you can select and pay for only the meal functions you and your staff want to attend.

Registration will open **Monday, July 6th** at [www.ne-ba.org](http://www.ne-ba.org)!

**Now, about that stellar line-up:** Our Convention will open with the Omaha Area Broadcasters Career Fair from 11am to 2pm on Tuesday, August 11th.

Our sessions kick off with your chance to **earn a full EEO Credit** at our managers-only session, “Hot Topics in Employment Law” with Tara Stingley of Cline Williams.

We’ll follow that with the Annual Meeting of the Nebraska Broadcasters Association, which includes the election of our 2015-2016 Officers and Directors.

Tuesday evening’s festivities will begin at 5:30 p.m. with our **Hall of Fame Reception** followed by our **Hall of Fame Banquet** where Marty Riemenschneider and Chuck Stevens will be inducted as our Class of 2015.

continued on next page
The Chairman’s Reception will bring the evening to a close.

Wednesday’s incredible line-up has something for everyone! We kick things off at 7:15am with a hot breakfast and our annual Legal Session featuring John Wells King and the NAB’s Jack Smedile, telling you everything you need to know about the FCC & Washington DC. This is a session for owners and managers and includes time for Q & A.

At 9am our concurrent sessions begin. Our morning Sales Session features David Rich with his presentation on “Contagious Selling.” We’re thrilled to have Al Tompkins of the Poynter Institute back with us for two News Sessions: “Let’s Get Critical” and “Al’s Mind-Blowingly Cool Online Tools” which Al recommends for people from all departments, not just news! And our Engineering Session will run from 9am to 4:30pm, with a variety of different speakers on a very busy agenda.

Our Keynote Luncheon will feature none other than Tim Miles, Head Coach of the University of Nebraska Men’s Basketball team. Coach Miles has motivated players and coaches to generate significant performance improvement at every stop on his impressive head coaching career. You can be assured that a lot of his frank and funny wisdom will apply to what broadcasters are charged with every day, too!

Following our rousing luncheon, our concurrent sessions continue. Our afternoon Sales Session features Chuck Mefford presenting “Dominating Mental Real Estate: How to Sell MASSIVE Annual Contracts.” Chuck has helped literally thousands of broadcast salespeople and managers post record-setting results, and he’ll show you how to join their ranks while helping your clients do the same. Our afternoon Programming Session features noted Radio & TV consultant Valerie Geller with two powerful sessions: “Engage Your Audience,” designed for on-air talent, program and news directors, followed by “Talent Coaching” for program and news directors.

Wednesday evening means our annual NBA Pinnacle Awards, where we recognize the best of the best in Nebraska broadcasting...with a special “Star Wars” theme! Dwight “Doc” Wininger – Radio voice of Peru State College football and “Big PA Voice Guy” at Lincoln’s Pinnacle Bank Arena – will emcee our awards ceremony. “Doc” will be joined on stage by Miss Nebraska USA 2015, Hoang-Kim Cung, who is also a broadcaster – she’s a reporter and fill-in anchor at NBC Nebraska in Lincoln.
Convention (continued)

Want to win big bucks? Right after we close our NBA Pinnacle Awards, we’ll play Nebraska Lottery Plinko for your chance to win $100, $1,000, or a nice bundle of Nebraska Lottery scratch tickets.

After all of that, our Chairman’s Reception will wrap up the NBA’s 81st Annual Convention!

Remember, Registration will open Monday, July 6th at www.ne-ba.org! We’ll also send several email blasts with even more details about each of our convention sessions and speakers.

We look forward to seeing you in Omaha on August 11th & 12th – at the newly remodeled Ramada Plaza Omaha – for friendship, education, and to celebrate broadcasting in Nebraska!

Future Broadcasters? UNL’s Media Academy Attracts Students from Four States

The University of Nebraska – Lincoln College of Journalism and Mass Communications held its first media academy in early June. High school students from Nebraska, Kansas, Illinois and Missouri came to campus to learn about all things related to media.

“The purpose of the camp was to give students a taste of what a career in media would look like,” said Jerry Renaud, professor of broadcasting and director of the media academy. “We wanted to give the students as many experiences as possible in three days so they could put together a complete multi-media portfolio.”

Students received intensive training by four of the college’s faculty in areas of advertising, broadcasting, journalism and public relations. Ruth Brown, Trina Creighton, Luis Peon-Casanova and Adam Wagler worked with the students on their stories, photos and video.

Omaha’s KETV hosted a station tour and Broadcasting Career Forum led by news director & UNL Alum Rose Ann Shannon, in which some of her employees shared their experiences and thoughts on the proper education to prepare for a successful broadcasting career. NBA President/Executive Director Jim Timm spoke to the wide variety of skills and talents required by different people working in different departments that allow Radio and TV stations to succeed.

Highlights of the camp include a tour of the Husker athletic department, covering a Lincoln Saltdogs game, touring the state capitol, meeting state leaders and visiting area advertising agencies.

“I’d say it was the best media experience I’ve had,” said Hannah Thomazin of Columbus, Nebraska. “If I had to rate this camp like they do fancy restaurants, I’d give it a solid five stars. It really helped open my eyes to what media is really about.”

To view the students’ work, visit http://www.unlmediaacademy.com/
NCSAs and You: Station Compliance Means Everything

For decades the NBA has relied on income from the Non Commercial Sustaining Announcements (NCSA’s) to fund member benefits and keep member dues as low as possible.

These paid PSA’s - sold to qualifying non-profit organizations and government agencies by the NBA – generate about 90% of our annual revenue. Just like your station’s clients expect a fair ROI, NCSA partners do, too.

Every NBA member station agrees – in return for reduced member dues – to air these PSA’s. Orders should be entered in your traffic system just as you do for your cash advertisers. We request every NBA member station to air at least one commercial per day, per NCSA partner. We also request that NCSA partners get a fair distribution of dayparts and days over the course of each month. Most members meet or exceed these requests – thank you! Others need to do better; NCSA’s aren’t just for AM stations, translators and DTV channels!

The NBA limits the number of partners that can buy into the NCSA program, to assure all partners receive their promised ROI. Recently added partners include the Nebraska Department of Education (Radio & TV) and Project Extra Mile (Radio). Other new partners are in development.

THANK YOU for airing our NCSA spots. They are the lifeblood of the NBA and YOUR member benefits!

NBA Advocacy and Government Relations

“The Radio Performance Tax”

In a meeting with Congressman Brad Ashford at his Omaha office on June 5th, our Third District Representative agreed to sign on to H. CON. RES. 17, better known as the “Local Radio Freedom Act.” Gaining Rep. Ashford’s commitment gives us the support of all three Nebraska Congressmen.

The NBA thanks Salem Communications’ Greg Vogt for scheduling the meeting, and also thanks Andy Ruback (NRG Media – Omaha & NBA Board of Directors), Mark Halverson (Scripps – Omaha) and Brad Hughes (Flood Communications) for participating in this meeting along with NBA President/Executive Director Jim Timm.

L to R: Greg Vogt (Salem-Omaha); Brad Hughes (Flood Communications); Jim Timm (NBA); Rep. Brad Ashford, Andy Ruback (NRG Media-Omaha) and Mark Halverson (Scripps-Omaha).

With nearly 200 members of the 114th Congress signing in support of the “Local Radio Freedom Act,” our opponents are attempting to divide the ranks of the Radio industry. In a June 10, 2015 letter from “Music First” (see page 7), they claim “the fight for a performance right has never been about smaller stations”…yet they still want to extract $500.00 per year from commercial stations generating less than $1 million in revenue annually.

continued on next page
Performance Tax (continued)

To learn more about how you can get involved in this critical fight for Radio stations, please log on to: http://www.noperformancetax.org/takeAction.asp

Advertising Deductibility and Tax Reform:

Last year, the former Chairman of the Ways and Means Committee, Rep. Dave Camp (R-MI) produced legislation which would have lowered the corporate income tax rate to 25% and partially paid for it by requiring businesses which purchase advertising to amortize 50% of the cost of those advertisements over a five year period. This would have a significant negative impact on both those companies which buy advertising, and on broadcasters and other mediums which sell and distribute advertisements.

A letter was recently circulated to all House offices by Representatives Kevin Yoder (R-KS) and Eliot Engel (D-NY) to be sent to the Speaker of the House and the Minority Leader asking them not to change the advertising deduction to pay for changing the Corporate Income Tax Rate or to use as a revenue off-set to pay for other legislation that could move through the House of Representatives.

On May 26th in Scottsbluff, Congressman Adrian Smith – who serves on the House Ways and Means Committee – hosted a meeting with members of local media to discuss their concerns about this issue.

Representing NBA members were Patrick Maag (KDUH TV & NBA Secretary-Treasurer) and Bill Boyer (KNEB AM/FM). Also attending were members of Nebraska print media and Jim Davidson of The Advertising Coalition, whose members include virtually every major ad medium in America. Maag and Boyer felt the meeting was productive, feeling they underscored how smaller Nebraska markets would incur the greatest losses should this legislation pass.

Back row, L to R: Jim Davidson, Patrick Maag, Rep, Adrian Smith and Bill Boyer.
June 10, 2015

Dear Station Manager:

I am writing to make sure you are fully informed about a new performance rights proposal being considered by Congress, the Fair Play Fair Pay Act.

This legislation includes extensive protections for terrestrial radio stations with revenues under $1 million. Public records indicate your station, [Calls], is under that threshold and would, therefore, receive these protections.

The bottom line is this: under this new proposal, your station would pay a maximum of $500 annually for all terrestrial music airplay.

In fact, for all commercial stations with revenues of less than $1 million, annual payment is capped at a $500 flat fee. For noncommercial stations, the annual payment is even lower – $100 annually. And for stations whose programming is limited to religious services, sports, or talk radio, or those who only use music incidentally, there would be no payment at all.

The largest radio conglomerates in the United States want you to believe that this proposal will put your station at risk, but that is just not true. They know, and you should too, that the fight for a performance right has never been about smaller stations. These stations want you to be the face of the very unpopular argument that artists should not be paid for their work, even though they are the ones reaping large profits as the radio business consolidates more and more.

I hope this information is helpful to you. If you have further questions, please do not hesitate to contact me at ted@musicfirstcoalition.org.

Sincerely,

Ted Kalo
Executive Director
musicFIRST Coalition
Radio Broadcasters Should Stand Together: Oppose Any New Performance Tax

MusicFirst – the big record labels’ DC front-group – is sending emails to small radio stations across the country asking them to support paying a performance tax for the first time as proposed by the recently introduced “Fair Play Fair Pay Act of 2015” (H.R. 1733). This solicitation is little more than a press stunt and attempt by the big record labels to divide and conquer local radio stations.

Like previous performance tax legislation, the Fair Play Fair Pay Act and its backers attempt to diffuse political opposition to a performance tax by offering an “exemption” to small radio stations (defined as earning less than $1 million in revenues annually) that would cap their fees under the new performance tax regime at $500 per year.

Just as previous failed iterations of this legislation also included such transparent political carve-outs, all local radio broadcasters – small and large – should remain steadfast in their opposition. Make no mistake, any imposition of new performance taxes threatens the continued viability of free, local radio stations.

The record labels and the performance royalty supporters argue that as a moral matter, broadcasters should pay for the music they play over the air, despite the tremendous promotional value that accrues to the record labels and artists from the free exposure to 244 million weekly radio listeners across the country. So why should we trust them that they won’t continue to lobby for lower revenue thresholds and higher annual caps, year after year?

The reality is that the record labels want as much as they can get, from wherever they can get it. Proposals like the Fair Play Fair Pay Act put small broadcasters at risk of sliding down the slippery slope to the same oppressive royalty regime this bill would subject others too.

While perhaps making a nice talking point, the Fair Play Fair Pay Act arbitrarily draws a line between “small” and “not-small” broadcasters at $1 million in annual revenues. Ironically, while fashioned as small-radio friendly, the bill would provide a perverse disincentive for these stations to grow and earn annual revenues that would trigger higher performance taxes.

The bill also treats similarly-situated broadcasters in a patently unfair manner: a radio station earning $999,999 per year in revenues would owe simply the statutory cap, while a similar and potentially competing station earning just $1 more would be subject to a far more burdensome performance tax regime. Those stations with annual revenues over $1 million will be beholden to paying a royalty rate set by the Copyright Royalty Board, a group that has consistently set rates so high that Congress has had to intervene to fix them.

For stations near the annual revenue threshold, they will likely have to expend resources on administration and record keeping to comply with the new fee regime even if they do not exceed the $1 million threshold in the end.

Local radio broadcasters should stand united in their opposition to the imposition of any new performance tax and continue to support the free play for free promotion model that Congress has explicitly embraced and that has created a U.S. music and free radio system that is the envy of the world.

Local radio stations should continue to support the Local Radio Freedom Act (H. Con. Res. 17, S. Con. Res. 4), opposing any new performance tax on free, over-the-air radio, which already has over 200 bipartisan cosponsors in the House and Senate.
Board Briefs: Highlights of the spring Board of Directors meeting of the NBA, May 21, 2015, at the North Platte Chamber of Commerce.

Chairman Jason Effinger called the meeting to order. Second Vice Chairman David Kelly presented the financial statements for January, February, March and April, 2015, which were approved on voice vote. President/Executive Director Jim Timm presented a status report to all in attendance on the scheduled audit by Nick Hill. Hill’s report indicated only minor items requiring adjustment.

Past-Chairman and Legislative Liaison Craig Eckert gave a recap of the NAB State Leadership Conference in February, attended by himself, Patrick Maag, Joy Patten, Ariel Roblin and Timm, including Capitol Hill visits to our federal delegates.

Timm updated the Board on his ongoing efforts to raise the NBA’s profile with our state legislators, stating that since January he has attended 37 related pertinent events including fundraisers for state Senators. Timm said he can tell our visibility plan is working and he will continue to engage in pertinent activities ongoing.

Eckert gave an update on the recent “Media Advisory Council” meeting with the Nebraska School Activities Association (NSAA) and members of various print and online media. Eckert, Timm and Cory Kopsa (KRFS, Superior) attended the meeting representing the NBA, which was not very productive. Eckert noted that we remain in disagreement over credentialing and giving priority to broadcasters over webcasters and boosters, etc.

Timm noted the 2015 Annual Convention agenda is essentially set and that related activity continues to increase as the date draws closer. With this being our first convention at Ramada Plaza Omaha, extra attention is being given to the planning and details.

Timm then referred to the recent Future Talent Committee conference call, which recommended to the board that the NBA create a short-length recruiting video showing everything broadcasters do and offer in today’s media world. Said video would be “generic” so that all member stations can use it. NBA would urge members to make at least one presentation per quarter to a high school class or media club at which they would play the video, distribute job descriptions/skills needed and other pertinent data, and then allow time for questions & answers from students. A landing page would be created within the NBA website to host all of this information. Motion approved on voice vote.

Proposals from Creighton University and UNL for an Economic Impact Study on Broadcasting in Nebraska were reviewed. Timm referred members to the recent Marketing Committee conference call minutes, which recommended that the NBA collect “Localism” data from stations on a quarterly basis instead of annually, to reduce the workload on stations and gather more complete data. A motion was approved for Timm to work with the Marketing Committee on the Localism data collection process and to indefinitely postpone the Economic Impact Study.

Following up on a motion approved at our February board meeting, members reviewed a document provided by Goracke and Associates, outlining the impact on the NBA of establishing a For-Profit Engineering service and the tax implications of forming the NBA’s own Political Action Committee. After considerable discussion, a motion carried to table discussion of these items.

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Board Briefs (continued)

In New Business, a question was asked about cable companies interrupting local TV stations’ broadcasts of pinpoint severe weather information with the cable EAS alert, which overrides the more valuable broadcast content. Effinger and Jeff Miller explained that until cable companies upgrade their equipment – which some are beginning to do – this will continue to be an issue.

Effinger thanked everyone for their contributions in a very productive meeting and called for a motion to adjourn.

Neil Nelkin Receives UNO “Lifetime Achievement” Award

The UNO School of Communication held its 60th Annual “Communication & Community” on May 1st and among those recognized was Neil Nelkin, who was presented with their “Lifetime Achievement” Award. The recently-retired Nelkin’s Nebraska radio career spanned 30 years and included ownership and management. From North Platte and Ogallala to Lincoln and ultimately Omaha, Neil has always been an educator, helping young broadcasters to mold their careers and teaching aspiring broadcasters what it takes to succeed in this business. He has been generous with his time and knowledge, giving station tours to UNO broadcasting students and speaking to their classes. UNO’s School of Communication faculty have also gained from his knowledge. Because of his impact on Nebraska broadcasting and his devotion to helping fledgling broadcasters, UNO was honored to present this award.

Shannon, Walklin Honored by Omaha Press Club

NBA Members Rose Ann Shannon (News Director, KETV - Omaha) and Dr. Larry Walklin (Professor, College of Journalism and Mass Communication at University of Nebraska – Lincoln; NBA Hall of Fame, Class of 1985) were honored by the Omaha Press Club Foundation during their annual awards ceremony on Friday, April 24th.

Shannon was presented the "2015 Career Achievement Award" and Walklin was presented the "2015 Journalism Educator Award." Both honorees were blessed with the support of a large contingent of family, colleagues and friends in the audience, and both have long contributed to NBA initiatives in countless ways throughout their outstanding careers.
Sadlemyer, Roberts Among Broadcasters Honored by Omaha Press Club Hall of Fame

Seven journalists who have made notable contributions to Omaha-area journalism were inducted into the Omaha Press Club Journalists of Excellence Hall of Fame on June 6.

Gary Sadlemyer and Chuck Roberts were inducted in front of a room full of colleagues, family and broadcasting friends. Broadcasters inducted posthumously were Jack McBride and Arnold Peterson.

Gary Sadlemyer, KFAB-AM
A Nebraska radio legend, Sadlemyer has been a fixture on News Radio 1110 KFAB for 38 years. He is host of KFAB's popular Good Morning Show and also serves as program director of the 50,000-watt powerhouse located in Omaha. Sadlemyer inaugurated the talk era at KFAB, hosting the first live talk show in the station's history. His work on Husker football broadcasts on the 52-station Nebraska Sports Network from 1980 to 1995 made his name and voice familiar to Big Red fans across the country. A native of Eagle Bend, Minn., Sadlemyer went on to an academic and football adventure at Concordia College in Moorhead, Minn. He attended Brown Institute in Minneapolis and landed his first radio job at KRGI in Grand Island, Neb. in 1973. Three years later, he went to KFAB.

L to R: KFAB's Gary Sadlemyer, NBA's Jim Timm and Cumulus Media’s Chuck Roberts.
Photo by Howard K. Marcus

Chuck Roberts, KMTV/CNN
Chuck Roberts arrived in Omaha in 1975 to join KMTV, where he produced and anchored “Today Show” cut-ins and became weekend anchor. He says his savvy colleagues there taught the new guy the ropes. He left Omaha for Atlanta to become the first anchor on the air when CNN Headline News debuted in 1982. Roberts anchored weekday newscasts on CNN Headline News and headed all network election coverage. He was the longest-serving anchor among the CNN networks before leaving in 2010. Roberts then joined the Missouri School of Journalism, his alma mater, to lecture media training sessions in China. The 19 seminars spanned eight provinces from the North Korean border to far southwest. He is a member of the National Society of Professional Journalists.

John “Jack” McBride, NETV (1926-2008)
After joining the University of Nebraska in 1953, Jack McBride started Nebraska Educational Telecommunications (NETV), building it into one of the country’s most successful telecommunications systems. He was founder and general manager of the nine-station Nebraska ETV network and secretary of the Nebraska Educational Telecommunications Commission. McBride pioneered: the Nebraska Public Radio Network, EduCable (Nebraska ETV’s cable television service), a public television and multimedia production center, the NEB*SAT satellite network and GPN, media marketing and distribution center. A national and international consultant, McBride helped form state networks, consulted in Nigeria, Egypt and the Philippines and set up public television systems in other states.

Arnold Peterson, WOW Radio and TV (1918-2000)
An iconic figure in Omaha broadcast history, Arnold Peterson joined the stations in 1952 as associate farm director. He became the agribusiness director in 1958 until retiring in 1983. Peterson hosted Farm Study tours to Europe, South America, Japan, Alaska, New Zealand and Australia and produced two features on WOW-TV – “Arnold’s Garden,” and “Farm Family of the Week.” Among many honors, he received the Creighton University Professional Achievement in Journalism Award in 1980 and a Peabody in 1956 for the television documentary, Regimented Raindrops. Peterson was named Outstanding Agriculturalist of the Year by the Nebraska County Agents Association. Prior to joining WOW-TV/Radio, he was with the extension service in Lincoln after returning from World War II service.

Other journalists inducted were The Rev. Don Doll, S. J., Creighton University; Robert “Bob” Hoig, Midlands Business Journal, and Steve Jordon, Omaha World-Herald.
Let’s talk politics! We are a family right? We can talk religion and money another time.

In the last 12 months, your Nebraska Broadcast leadership has focused on raising our political influence both inside the state, and on the federal level. Raising awareness takes time but, with actions taken so far, we are well on our way to accomplishing this goal.

• You may know . . . The Nebraska Broadcasters Association sends a group of NE representatives each year to Call on Congress in Washington D.C. We coordinate with the NAB to lobby on behalf of broadcaster issues and set meetings with each NE federal representative.

• Did You Know . . . Jim Timm, your NBA President, has attended dozens of political meetings with our state legislators in the last 6 months alone?

• Did You Know . . . the NBA is hosting a June 29th meeting with Senator Fisher and FCC Commissioner Pai to discuss critical broadcast issues to help move our cause forward?

• You better know . . . State laws and federal regulations can greatly affect your ability to serve your local communities best.

Your Nebraska Broadcasters Association is poised to influence political leaders at home and on the hill to keep our momentum strong. But we can't be effective without you. Please take every opportunity to meet with your local politicians when they are in your area, and inform Jim Timm of the topics discussed in those meetings. One of our most important roles as broadcasters is to connect with our local politicians. Give them a call. They exist to serve just like you do.

Let’s face it, more and more, it seems as though the public is exposed to political campaigning through near-constant messaging from incumbents and candidates on a vast media landscape. And while we as broadcasters benefit from political advertising on radio and television, we cannot lose sight of the more meaningful relationship we all should have with these decision-makers.

Together, let’s be a strong influential voice of Nebraska!

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**NBA Calendar**

NBA Annual Convention—August 11-12, 2015, Ramada Plaza, Omaha
NBA Summer Board of Directors Meeting—August 11, 2015, Omaha
NBA Annual Meeting—August 11, 2015, Omaha
NAB Radio Show—September 30-October 2, 2015, Atlanta, GA
Small Market Television Exchange—October 8-10, 2015, Austin, TX
NBA Annual Convention—August 17-18, 2016, Lincoln
Meet Your Chairman

Jason Effinger oversees media and technology for all broadcast markets and digital operations for Gray Television, which is headquartered in Atlanta, Georgia.

Jason began in the broadcast industry in news and operations at WKBT in La Crosse, Wisconsin in 1991. Over the next nine years, he assumed various leadership positions in news and operations at stations around Wisconsin. In 2001, Jason became station manager of WMTV in Madison, Wisconsin, and in 2005, he became general manager of WEAU in Eau Claire, Wisconsin. In 2007, Jason relocated to Texas to become general manager of KWTX in Waco, Texas and a regional vice president.

While continuing his regional duties, Jason subsequently served as general manager of KAKE in Wichita, Kansas, and, most recently, general manager of KOLN/KGIN/KSNB in Lincoln, Nebraska. Gray appointed Jason to his current position in July 2013. In addition to serving on the NBA Board of Directors for many years, Jason has been active in broadcasting associations while in Wisconsin, Texas and Kansas.

NBA President/Executive Director Jim Timm is grateful for Jason’s leadership. “Jason has that rare ability to clarify our focus when multiple initiatives arise,” said Timm. “He is very effective at keeping our Board and me on task. He takes his “Gray TV hat” off and views NBA business matters in the interest of our full membership. It has been a pleasure working with Jason as our Chairman and the NBA is fortunate to have his contributions continue through the coming year as our Past-Chairman.”

Jason is married to a wonderful woman and broadcaster, Charlie Effinger. They have been married since 2011 and all together they have four kids: Max, 17; Lily, 15; Mara, 11; and Anya, 9.

AMBER Alert Issued on May 7th, NBA Members Respond

The tragic deaths of members of the Marinero family of Omaha in early May kept NBA member newsrooms occupied with a story filled with surprising developments over several days.

The related AMBER Alert issued on May 7th also triggered a number of questions from our members. On the following page, you will find an updated overview of AMBER Alert procedures that was sent to all NBA member newsrooms and is posted on the NBA website.

This was the 15th AMBER Alert issued since Nebraska instituted the system. On June 19th in Lincoln, Nebraska Attorney General Doug Peterson held a meeting of the AMBER Alert Committee to review the timeline, process and results of the May 7th AMBER Alert. NBA President/Executive Director Jim Timm serves on this committee and attended the meeting along with other broadcasters, representatives from law enforcement and state government agencies. Lieutenant Jeremy McCoy of the Nebraska State Patrol told the group that following the May 7th AMBER Alert, more than 60 reporters had contacted him to be added to the AMBER Alert email distribution list. To add your news personnel, please email Lt. McCoy at the email address shown on the following page.

Members of law enforcement in attendance commented repeatedly on the critical role the public plays in AMBER Alert response, thanks to the attention given by broadcasters. While the circumstances of an AMBER Alert are tragic in nature, the response of NBA member stations plays a vital role in assisting law enforcement.

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NEBRASKA “AMBER ALERT” SYSTEM OVERVIEW

As of May 7, 2015

After the request for an AMBER Alert is received by the Nebraska State Patrol (NSP), the verification officers review the request and contact the requesting department to review the request. The verification officer then completes the AMBER Alert notification on the NSP website and submits it to make it live. This generates the emails that broadcasters receive.

At that point the AMBER Alert is active and the information is available on the NSP website, where everyone is referred to for more information.

The next step is for NSP to notify the National Weather Service (NWS) via website. NWS in turn verifies the information with the issuing officer, and then issues the Emergency Alert System (EAS) notification which is handled through Nebraska Educational Telecommunications (NET).

It is NET’s policy to not send out the statewide notification until the NSP has pushed the information to the NWS, who then triggers the statewide EAS notification. NET confirms that the correct header information is in the alert from NWS before sending the statewide notification via EAS.

It is each broadcaster’s responsibility to make certain their respective EAS boxes are properly programmed to receive and broadcast AMBER Alerts.

The Wireless Emergency Alert (WEA) is issued to mobile devices by the National Center for Missing and Exploited Children (NCMEC) based on the email information.

The NSP has a debriefing after the AMBER Alert with the AMBER Alert committee to review what worked and what didn’t and if changes need to be made.

All Radio & TV station personnel who would be involved in publicizing an AMBER Alert should have their email addresses on file with the NSP. The NBA urges you to send your pertinent email addresses to NSP Lieutenant Jeremy McCoy at: jeremy.mccoy@nebraska.gov

For the NSP overview of AMBER alert: https://statepatrol.nebraska.gov/amber.aspx

For NSP criteria used to issue an alert: https://statepatrol.nebraska.gov/AmbertCriteria.aspx
Editor’s Note: From time to time, we’ll be publishing items from the NBA archives.

This issue includes information taken from Modulators from 1989 and 2004 respectively.

35 YEARS AGO
The Public Relations Committee of the NBA is working on spots which will accentuate the positive side of broadcasting in Nebraska. At the upcoming PR committee meeting, Deb Kneip of KOLN TV and Rick Alloway of KFOR will present sample scripts for radio and television. Emphasis is on service to our communities.

Grand Island’s Midtown Holiday Inn will be the site of the 1980 NBA State convention. Room rates are $22.00 for a single and $27.00 for a double. Convention Chairman, Willard Morton, KMMJ announced that the Stuhr Museum will sponsor a banquet which will be an outdoor cookout preceded by a cocktail party.

Lee Hall has invited fellow broadcasters to attend an open house at the newly remodeled facilities at KCSR AM and the new studios of KQSK FM. Chadron’s KCSR is celebrating its 25th year on the air. The FM station has the latest equipment available including color weather radar.

NBA President, Ken Elkins, has been named General Manager of KDSK, St. Louis, the flagship of the Pulitzer Broadcast Group. He is currently the General Manager of KETV, Omaha.

The NBA has donated a $500 gift to the Tornado Relief Fund for the City of Grand Island. The donation was presented by Grand Island Broadcasters on behalf of the NBA. Pictured, (L–R): Bob Schnuelle, Manager of KGIN-TV, Willard Morton, Manager of KMMJ, Roger Dodson, Manager of KRGI, Dave Farnsworth, Ex. VP, Chief Industries, accepted the check on behalf of the Grand Island Tornado Relief Fund.

25 YEARS AGO
WOWT in Omaha has named Sturges Dorrance interim general manager. He replaced James Smith, who resigned, and will be consulting the station until a new General Manager is named.

Neil Nelkin, KODY/KXNP, North Platte is the 1990 Chair for this year’s convention. Working with Neil in the planning phase are NBA Chairman Larry Rice, along with Ray Lockhart (KOGA), Charlie Brogan (KRVN), George McPherson (KODY/KXNP), Jim Kamerzell (KOOQ/KELN), John Townsend (KJLT), and Ulysses Carlini (KNOP-TV).

KHAT AM/FM, Lincoln—sold by Marathon Communications, Inc., headed by Patrick Shaughnessy, to Tate Communications, headed by Harvey Tate, KWBE AM, Beatrice, has been sold by ERM Associates to Community Media, Inc., headed by Norton and Diana Warner, Warner Enterprises, which owns KLIN AM/FM, Lincoln as well as stations located in Colorado and Kansas.


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Welcome new members! - KBRL, Mc Cook, Ron Crowe, President and General Manager. KWPN, West Point, David Kelly, President and General Manager.

10 YEARS AGO
NAB Crystal Award Presented to KBBX! Journal Broadcast Group-Omaha’s KBBX FM was awarded a Crystal Award at the NAB 2005 Convention in Las Vegas. This is the first time a Crystal has been awarded to a Spanish-language station. Radio Lobo (KBBX-FM) has been serving the Latino community for six years and is the only live and local Spanish outlet for news and information. RoxAnna Salcido, Director of Marketing/Community Relations, KBBX accepted the award from NAB President Eddie Fritts and NAB Board Chairman Bruce Reese.

The Corporation for Public Broadcasting (CPB) recently commissioned a study to assess the health of public radio stations across the country. Omaha’s KVNO, Classical 90.7 FM, ranked among the best of the best stations, scoring 10.3%. General Manager Debbi Aliano said “this is a proud distinction for KVNO. Scoring in the top 10% of all public radio stations reflects our constant commitment to excellent public service and fiscal responsibility.

The Advertising Federation of Lincoln and the Omaha Federation of Advertising announced their Silver Medal recipients at the annual ADDY’s held in February in Lincoln’s Pershing center. Jeff Kahler, Chairman and CEO of Ayers Kahler and Julie Gade, VP/Market Manager for Clear Channel-Lincoln were both honored. Gade started her media sales career with KHAT in 1977 and was named Sales Manager at KZKK in 1984. Her management style grew through the years and in 1996, she became the market manager of Clear Channel- Lincoln (KZKK/KTGL/KIBZ/KLMY)

Will Norton Jr., dean of the University of Nebraska-Lincoln College of Journalism and Mass Communications, has been named Journalism Administrator of the Year by Scripps Howard Foundation.

In Memoriam
Ninette Beaver
Adrian Fiala
Ralph Meador
Paul Wice
NBA Foundation Awards $30,000 in Scholarships!

The NBA Foundation is proud to announce this year’s winners of $30,000 in college scholarships to students pursuing an education to lead them to a successful career in broadcasting! Our EEO Scholarship winners were selected by the management of NBA member stations that participate in our EEO Scholarship Program. All other scholarship recipients were selected by the broadcast faculty of their respective institutions across Nebraska.

EEO Scholarships
Russell Heitmann, Hastings College
Bailey Netsch, Arizona State University

University of Nebraska – Lincoln: Marty Riemenschneider Scholarships
Joy Carey, Alyssa Ranard, Morgan Rezec and Danielle Wilkerson

University of Nebraska – Omaha: Richard F. Palmquist Scholarship
Sam Murphy

University of Nebraska - Kearney
Austin Koeller

Doane College
Ryan Miller

Hastings College
Allen Hamil and McKenzie Wedel

Wayne State College
Megan Kneiff and Sarah Lentz

Central Community College
Ronald Roskilly

Northeast Community College
Austin Kathol and Josh Spanier

All of our winners have been invited to attend our Hall of Fame Banquet during the NBA Annual Convention on the evening of Tuesday, August 11th.

Congratulations and best wishes to our 2015 Scholarship Winners!

Welcome New Associate Member!

KJZC, 90.5 FM
Chadron State College, Chadron
The Radio Television Digital News Association (RTDNA) announced the 2015 National winners of the Edward R. Murrow Awards on June 24th. Congratulations to Omaha’s KETV on winning the award for Overall Excellence (Small Market).

These awards recognize the best electronic journalism produced by radio and other forms of media.

In April, the RTDNA announced the 2015 regional winners of the Edward R. Murrow Awards. Four different NBA member stations won awards in Region 5 which includes Nebraska, Iowa, Kansas and Missouri. NBA member stations winning awards in Small Market Radio are WJAG (Norfolk) and NET, and in Small Market Television, KETV (Omaha) and NET.

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**NBA Members Win Edward R. Murrow Awards**

Delivering his fifth state of the industry address, NAB President and CEO Gordon Smith addressed the throngs of broadcasters in Las Vegas at the NAB Show, telling them how important they are to consumers. "Five years ago critics were writing off radio and TV as yesterday's technology," Smith said. "Fast-forward five years, and I can now say with great certainty: Broadcast radio and television are more important today than they have ever been." Smith went on to explain why broadcaster remain relevant and what they need to do to stay that way.

Smith pointed to how important live and local is today as consumers are bombarded with more information than ever, from so many different sources and on so many more devices. He said, "Recently, Senator Chuck Schumer from New York, a colleague who sat in the aisle across from mine, spoke before a room of broadcasters at our State Leadership Conference, and something he said really resonated with me. In a time when cable news media is becoming incredibly polarized and partisan, Senator Schumer rightly pointed out that local news has become even more valuable. It's where Americans turn when they want 'just the facts,' with no yelling, screaming, and finger-pointing. Isn't that part of the good that broadcasters do?"

Smith said that while consumers may be feeling overwhelmed by so much information and confused about how to distill it -- confused about finding the truth -- broadcasting is giving communities coherence. "That's why local radio and television stations are more relevant, more vital, and more trusted than ever before. I don't usually think in hypotheticals, but I sometimes wonder 'What if?' What if broadcast radio and television didn't exist? What if communities didn't have a medium that could instantaneously warn them of impending danger, and tell them how to keep safe, anywhere they are -- no matter the time of the day? Especially when all other platforms crash and fail. What if there were no local TV and radio stations to support the charities that help our friends and neighbors in need? What if the investigative units that uncover government corruption and scams, keeping our citizens informed and protected, went away?

"What if there were no local stations to help connect small businesses with their consumers, spurring economic activity and creating jobs and opportunity?" Smith said broadcasters cannot take anything for granted and have to work together to remind policymakers of broadcasting's immense value to their communities.
Nebraska Emergency Alert System 2015

Required Monthly Test Schedule

All RMTs are scheduled for the third Tuesday of each month

- JULY 21 AT 10:00 AM (NWS INITIATED)
- AUGUST 18 AT 11:00 PM
- SEPTEMBER 15 AT 10:00 AM
- OCTOBER 20 AT 11:00 PM
- NOVEMBER 17 AT 10:00 AM (NWS INITIATED)
- DECEMBER 15 AT 11:00 PM

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 to register.

This schedule is set by the Nebraska State Emergency Communications Committee (SECC)

www.NE-EAS.org

Governor Ricketts Call-In Show

The NBA’s Governor’s Call-In rolls on...thanks to Governor Pete Ricketts’ willingness to continue this long-running program.

"The call-in show provides a unique and important avenue for the Governor to listen to the issues and concerns of Nebraskans across the state."— Governor-elect Pete Ricketts

More than 25 NBA member stations across the state carry the show, which originates from the studios of KFOR in Lincoln. Here is the schedule through December 2015 (2:00p.m. Central, 1:00 p.m. Mountain):

- July 6
- August 17
- September 28

- October 19
- November 16
- December 21
Brand the Advertiser with Hope by Jeffrey Hedquist

Emotional commercials work. When you position your client’s solution to the problem your audience members have, make it emotional.

We all want to feel good. What’s one of the most powerful emotions leading to a good feeling? Hope.

What does your client’s solution’s promise? How does it provide hope? Does it offer relief from pain, a path out of debt, a way to belong, a stylish appearance, or an indulgent reward? Show us. Don’t tell us. Create a story about a customer’s problem that was solved. As the story progresses, show how the advertiser’s product or service helped at each step of the solution.

Get listeners to know, like and trust your client. Tell ‘em your client’s story – unveil it as a campaign of stories.

Don’t have the brand become the salesperson. It’s more credible to have others: customers, characters, a different announcer be spokespersons or fans for the brand.

Ever hear a commercial that was funny, powerful, but you couldn’t remember the advertiser? We all have. Positioning the advertiser as someone who offers hope will more powerfully embed that advertiser in your audience’s memory. A client who offers hope cares about the prospect; is there to help, rather than just sell.

Is there an authentic way you can convey that the advertiser cares; that the prospect can trust the advertiser? People need confidence to make a decision. They’ll have it if your solution can lift them up with hope.

Stories of customers who got results, stories of employees who went out of their way to help, stories of ways the advertiser is helping the community with their services, or educating people to improve their lives all help build the aura of care. It’s leading with the heart, and it can differentiate the advertiser from their competitors.

The commercial needs to carry through on the promise - the spark of hope you’ve ignited in your headline.

You want the audience to remember your client’s brand and to associate it with hope. Associating your client’s brand with hope will help them remember it.

Do you have the list of 374 of the most common commercial clichés? Avoid them and get better advertiser results. It’s free. Just email me jeffrey@hedquist.com and I’ll send them.

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Make Your NBA Membership

TWICE AS NICE

By Adding an Omaha Press Club Membership for Just $40

Membership Benefits

- Complimentary room rental for personal or company events held at the Club (up to $3,000 value). The Press Club is an ideal venue for parties, receptions, company events, and press conferences.
- Up to two hours of validated parking in the DoubleTree Hotel Garage when visiting the Club.
- Discounted fees for signature club events, including “Face on the Barroom Floor,” Winemaker’s Dinners, New Year’s Eve, and holiday brunches.
- Eligible to participate in the annual Omaha Press Club Show.
- Reciprocal privileges at more than 50 clubs in Omaha and around the world, including the National Press Club in Washington, D.C.

Note: Annual Omaha Press Club dues are $40/year with no quarterly usage minimum (food/beverage). Members receive validated parking at the DoubleTree Hotel garage (up to two hours maximum); present your parking ticket to your server at the Club for validation. Company event room rental with approval of Executive Director. Food/beverage minimum purchase required to secure free room rental. Other restrictions may apply.

For more information about the Omaha Press Club, visit: www.OmahaPressClub.com
Omaha Press Club / NBA Dual Membership Application Form

Benefits of Membership:
- The OPC/NBA dual membership is the lowest dues rate offered! This category pays $40 annual dues and no quarterly usage minimum
- Free parking at the DoubleTree Hotel Garage (with validation; up to two hour credit)
- Free room rental for member personal events or company events held at the Club
- Invitations to — and discounted member rates — for signature club events, such as the quarterly Winemaker’s Dinners, “Face on the Barroom Floor,” Hall of Fame program and other events.
- Reciprocity with private clubs around the world, including the National Press Club in Washington, D.C.
- Continuing education, professional development and networking opportunities
- Eligibility to participate in the Omaha Press Club Show

Check one:  __ Mr.  __ Mrs.  __ Ms.  __ Miss  __ Dr.

Name________________________________________

Spouse’s Name_________________________________

Residence Address ______________________________

City/State/Zip _________________________________

Primary Telephone Number ________________________

Work e-mail ____________________________

Title ____________________________

Company Name ____________________________

Company Address ____________________________

City/State/Zip _________________________________

Work Phone ____________________________ Fax Number ____________________________

Home e-mail ____________________________

Send statements to:  ___ Residence  ___ Business
Send other mail including newsletter to:  ___ Residence  ___ Business or e-mail:  ___ Home  ___ Work

I hereby apply for a membership in the Omaha Press Club. If my application is approved, I agree to comply with the bylaws, rules and regulations of the club, including prompt and timely payment of membership dues, quarterly minimum fees (if incurred), and all other charges. Further, I understand membership is on a yearly basis from the date of acceptance by the club and agree to pay the membership dues in full for my category with this application ($40).

Print Name ____________________________

Applicant’s Signature ____________________________ Date ____________________________

E-mail us at: jeaniec@opc.omhcoxmail.com  Visit us at: www.omahapressclub.org
Fax completed application to: 402-345-0114 Or Mail: Omaha Press Club 1620 Dodge St 22nd Floor 68102-1561
NOTE: Your children, age 21 or under, living with you or solely supported by you, are eligible for privileges of the club to the extent of your membership classification.

Recruited By ____________________________ Date Received ____________ Member No ____________