THINK F1RST” FIRST AMENDMENT EDUCATION CAMPAIGN GOES LIVE ON JULY 4TH

Did you know...that only 14% of Americans were able to name Freedom of the Press..... as one of the freedoms guaranteed by the First Amendment? Ouch.

This is why the NBA – through our membership in Media of Nebraska – is encouraging all member stations to support the just-announced “Think F1rst” First Amendment education campaign.

The NBA is a long-time member of Media of Nebraska, an organization comprised of not only the NBA but the Nebraska Press Association. Media of Nebraska serves as an added layer of advocacy for freedom of information and transparency primarily at the state and local levels including court and legislative access for our respective member station newsrooms.

“The purpose of Media of Nebraska centers around the First Amendment to the Constitution, arguably the only Amendment in the Bill of Rights that Americans use every day,” said Craig Eckert, who represents his company, Platte River Radio in Hastings and Kearney, as a Media of Nebraska Board member. Eckert made the motion to enact an educational campaign late last year.

Eckert said, “In the past few years, polls began to show that Americans lacked even a basic knowledge of the First Amendment, particularly in articulating the five freedoms that it guarantees. In August of last year, a civics survey taken by the Annenberg Public policy Center showed nearly 4 in 10 students couldn’t name even one of the five freedoms guaranteed by the First Amendment. With that, it and other unsettling indications that many citizens were unaware of the value of the First Amendment, the Media of Nebraska Board decided that we enter into an educational phase of our mission. This is the manifestation of that decision.”

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The next step was for the respective boards of the NBA and the NPA to consider funding from their respective foundations to create breakthrough messaging. Both boards gave unanimous approval, and Omaha’s Clark Creative Group won the assignment of creating the campaign theme and corresponding radio, TV, print and social media elements. NBA and NPA members have been asked to support the campaign on a pro bono basis from July 4 through September 30. The collaboration between NBA and NPA officials on this effort has been impressive from the start.

NBA Board Chairman David Kelly adds, “Your stations’ support of this campaign – on the air, online and on social media – will go a long way to helping Nebraskans better understand the First Amendment, while our counterparts in print take similar actions. In an era where the value and power of local media is increasingly questioned, this is a tremendous opportunity to not only educate Nebraskans, but to demonstrate the sustaining power of local broadcasters…as part of the force behind the message.”

**Transactions**

Salem Media Group announced a deal to sell Omaha’s KGBI FM to the University of Northwestern – St. Paul for $3.15 million dollars. The buyer operates several Christian stations in the upper Midwest and this is their first move into Nebraska. The sale leaves Salem with KCRO and KOTK as their Nebraska signals.

Gray Television has announced its acquisition of Raycom. The $3.6 billion dollar deal expands Gray’s footprint across the U.S. without changing its current lineup of Nebraska TV stations: WOWT (Omaha), KOLN/KGIN (Lincoln/Grand Island), KSNB (Hastings), KNOP/KIIT/KNPL (North Platte) and KNEP (Scottsbluff).
2018 NBA Convention—Online Registration Now Open!

84th Annual Convention
August 14 & 15, 2018
Embassy Suites-Lincoln
MORE Sessions....SHORTER Sessions....MORE Speakers!

Agenda—Tuesday, August 14

11AM-2PM  LINCOLN BROADCASTERS CAREER FAIR
P Street Dining

1PM-1:50PM  LEGAL/NAB SESSION
Ballroom D/E
“Action and Accomplishment-Broadcast Regulation on the Hill and at the FCC”
John Wells King, Attorney
Shawn Donilon, VP of Government Relations, NAB

2PM-2:50PM  EMPLOYMENT LAW SESSION (for EEO Credit)
Ballroom D/E
“Mitigating Risk and Establishing Best Practices”
Tara Stingley, Attorney, Cline Williams Wright Johnson & Oldfather, LLP

3PM-4PM  MANAGEMENT SESSION
Ballroom D/E
“Attitude of a Champion Leader”
Aaron Davis, Aaron Davis Presentations

4PM-6PM  EXHIBITOR BOOTHs OPEN
Exhibition Space

4:15PM-4:45PM  ANNUAL BUSINESS MEETING
Ballroom D/E

6PM-7PM  HALL OF FAME RECEPTION
Ballroom A/B

7PM-9PM  HALL OF FAME BANQUET
Ballroom A/B
Induction of Mike Gann, Roger Moody and Dave Dent Otradovsky

9PM-??  CHAIRMAN’S RECEPTION

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## 2018 NBA Convention—Continued

### Agenda—Wednesday, August 15

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<tr>
<th>Time</th>
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<tr>
<td>8AM-5PM</td>
<td>EXHIBITOR BOOTH OPEN</td>
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<td>8:30AM-4:30PM</td>
<td>SBE ENGINEERING ENNES WORKSHOP</td>
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<td>9AM-10:15AM</td>
<td>SALES SESSION 1</td>
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<td>“Surviving &amp; Thriving in Sales: Building and Growing Strong Relationships”</td>
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<td>Derron Steenbergen, The Swagger Institute</td>
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<td>9AM-10:15AM</td>
<td>RADIO PROGRAMMING SESSION</td>
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<td>“Radio’s Newest Trends”</td>
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<tr>
<td>9AM-10:15AM</td>
<td>TV PROGRAMMING SESSION</td>
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<td>“Nielsen’s Nebraska Diary Transition Plan”</td>
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<td>Gerardo Guzman, Nielsen</td>
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<td>10:30AM-11:45AM</td>
<td>SALES SESSION 2</td>
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<td>“Surviving &amp; Thriving in Sales: Discovering Your Sales Swagger”</td>
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<td>Derron Steenbergen, The Swagger Institute</td>
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<td>10:30AM-11:45AM</td>
<td>RADIO/TV JOINT PROGRAMMING SESSION</td>
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<td>“Changing Consumer Media Habits”</td>
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<td>John Lund, Lund Media Group/The Lund Consultants</td>
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<td>12PM-1:15PM</td>
<td>KEYNOTE LUNCHEON</td>
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<td>Bill Moos, Director of Athletics, University of Nebraska-Lincoln</td>
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<td>1:30PM-2:45PM</td>
<td>SALES SESSION 3</td>
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<td>“Get The Juice: How To Get Client Input That Makes Great Spots”</td>
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<td>Jeffrey Hedquist, Jeffrey Hedquist Productions</td>
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<td>1:30PM-2:45PM</td>
<td>NEWS SESSION 1</td>
<td>Ballroom D/E</td>
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<td>“The Latest on Drones in the Newsroom”</td>
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<td>Matt Waite, UNL Drone Journalism Lab</td>
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<td>3PM-4:15PM</td>
<td>SALES SESSION 4</td>
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<td>“Time-Saving, Result-Getting, Money-Making, Writers Block-Busting Commercial Solutions”</td>
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<td>Jeffrey Hedquist, Jeffrey Hedquist Productions</td>
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<td>3PM-4:15PM</td>
<td>NEWS SESSION 2</td>
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<td>“Courtroom Coverage = Great News Stories”</td>
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<td>Bill Kelly, NET-Moderator, Panel of Judiciary &amp; Media Members</td>
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<td>6PM-7PM</td>
<td>NBA PINNACLE AWARDS RECEPTION</td>
<td>Ballroom A/B</td>
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<td>7PM-9PM</td>
<td>NBA PINNACLE AWARDS BANQUET</td>
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<td>Brandi Petersen, Emcee, with Bree Coffey, Miss Nebraska USA 2018</td>
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<td>9PM-9:10PM</td>
<td>NEBRASKA LOTTERY CONTEST</td>
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<td>9:10PM-??</td>
<td>CHAIRMAN’S RECEPTION</td>
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The following information was provided by Rick Kaplan at the National Association of Broadcasters:

As you are well aware, NAB has been lobbying the FCC extensively to try to reduce the fees associated with registration of C-band earth stations and simplify the filing process. On June 21, the FCC released a public notice regarding registration of C-band earth stations. The public notice takes three steps that will be helpful. First, the FCC extended the filing deadline by 90 days, until October 17, 2018, which should help ease the administrative burden of registration, particularly for those who have large numbers of earth stations.

Second, the FCC has provided some clarification regarding application fees associated with registrations. The public notice clarifies that applicants may register all earth stations at a single geographic location or address with a single application and pay a single application fee of $435.

Third, the FCC is providing relief for those entities that have to register earth stations at a large number of locations. We had pointed out to the Commission that, in some cases, groups could be forced to pay more than $1 million to register. In response, the FCC has decided to waive its rules to allow users with earth stations at multiple locations to register all of those stations with a single application while paying a filing fee associated with networks of earth stations. That filing fee is $10,620. This will be a huge savings for a number of members. It also caps at this level the total fees any single entity should need to pay.

FCC Advises Stations: Get Your Online Public Files In Order

With the FCC’s next broadcast license renewal process set to begin on June 1 of next year for those states first in line, the Media Bureau is advising stations to make good use of the time before then as this next renewal cycle will be like no other.

With all radio and TV stations now required to have online public files, the FCC no longer needs to make a station visit to discover any missing paperwork or other violations. Instead, Bureau staffers in Washington, DC are just a few clicks away from every station’s public inspection file. And that’s a message that the FCC wants stations to receive loud and clear.

“Broadcasters may have noticed we’re looking closely at rule violations and non-compliance issues and I would encourage stations to start making sure their paperwork is in order and correct any non-compliance issues,” Audio Division chief Al Shuldiner said on a recent podcast produced by the National Association of Broadcasters.
The NBA continues to advocate on our members’ behalf in Washington DC and in Lincoln. Here’s a snapshot of current issues of interest that we’re staying close to:

Federal Issues

Various proposals that could affect Music Licensing and Copyright Reform are in discussion with the understanding some merger of good ideas could possibly put some of these lingering issues and unknowns in a better place for broadcasters. Nothing “hot” to report at this time. The FCC’s C-Band Registration initiative was very recently addressed with some changes favorable to broadcasters (see related article). The FCC is largely listening to broadcasters’ request that it first take “inventory” of this spectrum’s use before they make it available to wireless companies and others. Also from the FCC...they recently released a Fact Sheet on their proposed NPRM regarding Children’s Television (or Kid Vid) rules. If the proposed changes are adopted, it would significantly reduce the burden on TV stations connected to the rules. And, we continue to monitor the ongoing attempts by Microsoft to grab some free spectrum via their white spaces proposals. The NBA thanks our partners at the National Association of Broadcasters (NAB) and the National Alliance of State Broadcast Associations (NASBA) for their continued advocacy on our behalf.

State Issues

The 2018 Legislative Session may be over, but we remain vigilant in monitoring issues that could be of concern heading into 2019. Chief among those concerns is LB25, the Winner Take All bill. Too soon to know which Senator may take it up next year, and the general election will also have a yet-unknown impact on the numbers who will support or oppose the measure. A bright spot to report: Senator Carol Blood (District 3, Bellevue) recently announced she will not bring forward any new legislation regarding Drones in Nebraska. She thanked all parties who presented their views for participating in the discussion and added, “there will be no further action taken on this issue until it is clear there is a middle ground to be had.”

FCC Commissioner Brendan Carr Visits With NBA Members

On a swing through Nebraska and Iowa primarily to learn more about our region’s need for expanded rural broadband service, FCC Commissioner Brendan Carr and his Chief of Staff/Legal Advisor Jamie Susskind made time to talk broadcasting issues in Omaha. It was a talkative bunch of NBA members, as a great number of questions were asked on a wide variety of issues of importance to broadcasters. We found Commissioner Carr to be well-informed and empathetic to our concerns. The NBA thanks members Larry Forsgren (KMTV), Sue Garrett (Salem Media Group, Omaha), Ami Graham (NRG Media, Lincoln), Mark Halverson (Scripps Radio, Omaha), Brad Hughes (KOMI, Omaha), David Kelly (KTCH/KCTY, Wayne), Jeff Miller (KPTM/KXVO TV, Omaha) Todd Murphy (Universal Information Services, Omaha) and Mark Onwiler (KNTK, Lincoln) for giving up an evening to engage in this lively discussion.
A summary of the NBA Board of Directors Spring meeting held in Lincoln on May 2, 2018.

Chairman David Kelly called the meeting to order at 1:33pm. Minutes from the February 7, 2018 board meeting were approved. Secretary-Treasurer Mark Jensen presented the financial statements for January, February and March, 2018, which were approved.

Legislative Update: Kelly recapped February’s NAB State Leadership Conference in Washington DC, stating that our meetings with our federal delegates were mostly productive. On state legislative matters, President/Executive Director Jim Timm reported that LB25 will likely be back in play next year and noted an increase in attempts by state agencies and political subdivisions to encroach on the state’s open records statutes during the 2018 session.

Freedom of Information: Timm reported on the upcoming First Amendment project through Media of Nebraska, stating that plans are on track for our planned July 4 campaign launch.

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

Member Services: Updates were given on multiple benefits including alternative inspections, paid internships, legal lines, sales training and news webinars, along with plans for the Radio Engineering Workshop set for June in Kearney.

Membership: A motion was approved stating that effective immediately, new members in all classes will be required to prepay two years’ dues in advance to join the NBA, with an exception for current member stations that are purchased by or enter into an LMA with another current NBA member.

Convention: Timm reported that the Pinnacle Awards entry window is open through Monday and that all session speakers are now booked after recent confirmation of Bill Moos as our keynote luncheon speaker.

History Project: An update was provided on the various efforts of Neil Nelkin, Marty Riemenschneider and Larry Walklin to continue recording and preserving important materials in NBA history.

Future Talent: Timm reported that the first-ever inclusion of broadcast categories in this year’s NSAA Journalism Tournament drew 126 video entries. He noted participation in events at UNK, NHSPA, UNO and ChannelYou high school classroom visits by member stations. He said planning continues for the August 4 high school advisers’ workshop, and that the P1 Learning “Intro to Broadcast Ad Sales” continues to gain momentum at UNO and UNL.

Old Business: A review of the scholarship committee’s recommendations on improving our college scholarship awarding process led to agreement on the proposed structure and direction for a final draft to be presented at our August meeting. Kelly gave an update on the 2017 Strategy Session prioritizations.

New Business: “Recommended Guidelines for Board Management of State Broadcast Associations” as prepared by NASBA counsel Dick Zaragoza were discussed, noting the NBA continues operating with strong policies and procedures and that some new guidelines could further strengthen our association. A motion passed for Timm to gather related practices for review in August. Regarding the NSAA Media Advisory Council, Timm noted a pending vote by the NSAA board to discontinue providing telephone landlines at some state tournament sites due to lack of use in favor of more modern technology. NSAA spoke with stations that broadcasted from recent state tournament sites about this likely change and those stations acknowledged that they had other, better technology to employ.

Kelly thanked everyone for their excellent participation and the meeting adjourned at 4:57p.m.
Chairman’s Column

David Kelly—KTCH/KCTY, Wayne

THE PERKS OF BEING NBA CHAIRMAN

Looking back, it seems like only several weeks ago that I was drafting my first column for the Modulator. Suddenly, here it is – my last, almost a year later.

There are a number of “perks” to serving as Chairman of this great association. On the very top of that list is the bonding and friendship with my fellow board members as we jointly navigate the waters in an attempt to maximize the NBA’s value for our members. I’ve always realized, since I was first asked to serve on our board of directors, that I was in the company of an exceptional group of very talented professionals. This year has only served to amplify that realization. While I have the privilege of presiding over our meetings, it’s their individual and collective work and dedication coupled with their talent and years of experience, that really fuels this organization. Your board members make huge personal sacrifices in the process of serving the association, including not just the time they spend at meetings, but the travel time in getting back and forth - plus individual work on special projects. So, as I near the end of my chairmanship it’s important that I publicly recognize their contributions and personally thank them for their help in making this a great year for your NBA.

Another “perk” has been my opportunity to work with Jim Timm, our very capable President and Executive Director. The fact that Jim had been a board member and Chairman before being hired to lead our association provides a unique perspective in balancing the day-to-day operations of the NBA. However, as a board, we all recognize that it’s his unique zeal and energy that drives this association. Jim’s efforts to increase our political awareness has taken us to a new level of relationships both in Lincoln and Washington, DC. His pursuit of associations with other trade groups who share common goals has added a synergy heretofore unachieved in our history. And his efforts at business development have given us a financial stability unknown by most broadcast trade associations.

The ultimate “perk” for me is that it’s pretty easy to look like you’re doing the job as Chairman when you’ve got a great Board of Directors and an exceptional Executive to work with. For that I am truly grateful. And I sincerely thank them for making this a magical year.

David M. Kelly, Chairman

Registration Now Open!

August 14 &15, 2018
Embassy Suites-Lincoln

www.ne-ba.org | 402.933.5995
Alpha Media-Lincoln’s KFOR earned their 5th Crystal Award from the National Association of Broadcasters.

Cathy Hughes, NBA Hall of Fame member and founder of African-American media giant Urban One, was recognized by the Omaha Press Club as their 157th “Face on the Barroom Floor.”

The Omaha Press Club also recently inducted six people into their Journalists of Excellence Hall of Fame, including NBA Hall of Famer Ron Hull. Other inductees were Harold Dow, Jim Fogarty, Cate Folsom, Jeff Jordan and Bob Runnels.

NET Television won an Edward R. Murrow Award in the News Documentary category in Region 5 for their entry, “After Ebola: Nebraska and the Next Pandemic.”
NBA MEMBERS ON THE MOVE

After 44 ½ years at Omaha Public Schools’ KIOS, Bob Coates said so long to his audience on March 30 as he eased into retirement.

John Gaeta of Scripps Radio-Omaha is headed for retirement in July after 43 years in engineering.

KRVN station manager Tim Marshall was promoted to COO of the Nebraska Rural Radio Network.

Gray Television’s Omaha NBC affiliate, WOWT-TV, named Andrew Stewart as their VP/GM.

Speaking of Gray Television, long-time Gray employee and former NBA Board Chairman Jason Effinger announced his resignation from his EVP role to spend more time with his family.
NBA BOARD MEMBER PROFILE: SCOTT POESE

Get to know your NBA Board Members through this new quarterly profile. In this issue, we are pleased to feature Scott Poese, Owner/President of KBRX AM & FM in O’Neill.

My current role is best summed up as:
Making sure we are involved and a part of the communities we serve. Growing up in a small market and seeing the impact we have makes you want to go to work each day. You can play a lot of music and have a lot of news but if there is nothing local then it just doesn’t work here in rural Nebraska. We work in the best industry and can really make a difference.

First job in broadcasting:
I started working at KBRX when I was 13. My parents went to Haiti on a mission trip so my sisters decided to drop me off at the station with the evening shift guy from 6 pm to 10 pm playing Evening Serenade. One would think after 42 years working you might be retired!?

Best career advice received:
My father, Gil Poese, was strict to all employees that worked for him and ran a tight ship. If you screwed up a name or played two male artists or two female artists back to back you got called on it. I learned that the things you think are little errors (pronouncing someone’s name wrong) are important and you always made sure you knew pronunciations after that.

Why I love what I do:
Every day is a new adventure. Plus getting feedback from our listeners and our customers makes it worth it. When it’s mentioned in someone’s obituary that they listened to the polka show every day on KBRX, that’s why we do it. We even had one gentleman leave $500 in his will to us so we could keep our sports broadcasting equipment in good shape because he listened to his kids and grandkids’ games while they grew up.

One thing I’d like to change about this business:
Our industry has changed. The good ole days of signing off at 10 pm and not worrying about anything until we signed on the next day are gone. Now with keeping our websites up to date and social media, photos and video, it’s a 24 hour job. But our main job of being local, providing information to our listeners is still the same, just many different avenues. Seeing some stations offering what most people can get on Pandora or Sirius is not good. I want listeners to want to tune in to us for everything local and to see us at their ball games or celebrations.
Why young people should get into broadcasting:
We have employed many young people over the years. We currently have 5 high school/college kids that work various shifts and help in our office. But it’s a job that’s not always 9 to 5 so it takes the special ones to get it. There are still many working in the radio or TV industry that got their start at KBRX. I like to show examples of what they have done and what they have experienced. Kids get the new technology and our industry has a lot of great opportunities to use it!

My family:
My wife Darcy and I will be celebrating our 25th Anniversary this year. It takes a special spouse to be married to someone in this industry and she should get some kind of special award! We have 2 children. Brandon, our oldest, has a landscaping company in Lincoln. Our other son Michael will be a Junior at O’Neill High School this year.

I enjoy serving on the NBA board because:
The ideas shared, problems solved and fun that we have at our board meetings is a great chance for me to see issues and successes in our industry from all market sizes. The Nebraska Broadcasters Association does amazing things and without our great members it would not be possible.

Post open positions FREE on our NBA Careers Page. Contact Jim Timm at Jim@ne-ba.org
Hello, Nebraska Broadcasters Association Members!

I am looking forward to joining you on August 15th in Lincoln. My vow to you is to deliver the most relevant, engaging sales training you have attended in a long time. We’re also going to have a blast doing it! I thought you might enjoy hearing a bit of my story and the mistakes I made and learned from early in my sales career. Here you go....

Many years ago, I made the decision to get into media sales. I was convinced that this could not be too hard and that I was going to kill it from the start. You see, I was too smart to realize I just didn't have a clue about how to approach sales.

I set out from day one committed to telling my story to as many businesses as possible. I had work ethic. I had drive and determination. I had plenty of "want to." The thing I did not have was an understanding of how the sales process worked. I spent most of my first year puzzled by my limited success. I was working hard, but not getting much to show for it. I began to question my decision to make this my career. I was most certainly questioning why small business owners and decision makers were not more receptive to what I had to offer.

Mediocre levels of success forced me to evaluate everything I was doing and how I was approaching my clients. You could say one day I had a "light bulb" moment. You could also say it was like a big truck ran over me. I was embarrassed at my lack of understanding. I was disgusted that I had allowed myself to approach it all so poorly. You see, this profound moment happened when I realized one simple thing. I realized it is not about me and my story. I had to acknowledge that I had spent too many months telling the business community how great I was without ever taking an interest in them. I never took the time to learn about them and what they needed. Shame on me for making it all about me.

I was amazed how quickly I found success when I was 100% focused on the needs of my clients. They only cared about me once I showed them I cared about them and their business.

Imagine going on a first date and spending the entire time telling them how great you are without ever asking about them and their interests. You think you have much chance of getting a second date? I bet not! Dale Carnegie has a quote I love. "You can make more friends in two months by being interested in people than you can in two years getting people interested in you."

How are you approaching your clients? Are you making it about them and their needs, or are you just focused on your own needs and that budget you have to hit? I only teach the things I have screwed up. Go make it all about the client and I predict you will like the results!

To learn about Discovering Your Sales Swagger and much, much, more, make sure you attend your NBA Annual Convention in Lincoln on August 15th. I can’t wait to see you all.

Until then, Swagger On!!

Written by Derron Steenbergen, President of The Swagger Institute. The Swagger Institute is a business consulting company specializing in sales training, motivational speaking and organizational development.
By: David Kelly, NBA Chairman

In case you were unaware, there’s a looming radio and television engineering crisis building – not just in Nebraska but nationwide. Historically you could predict future engineers in high school. They were the ones with a slide rule on their hip and a ham radio operator’s license in their wallet. But that all changed in the digital age where building your own stereo amplifier gave way to gaming computers – and young talent was lured away with thrill of putting ones and zeros together.

The acute shortage of qualified and interested engineering talent has been on your NBA Board’s radar for several years but we’ve come up short on solutions – until now. That’s when we learned about the Alabama Broadcasters Association Engineering Academy. More specifically, a three-day Radio Engineering Workshop that had already made appearances in several nearby states.

After talking with associations that had already workshops we decided to test the interest here in Nebraska. To our delight, we had 27 sign-ups for the NBA Radio Engineering Workshop just completed earlier this month in Kearney. Our goal was not necessarily to train 27 new broadcast engineers but to introduce announcers, production personnel, news and sports directors and station IT managers to the physical components of the broadcast plant with the hope that they’ll be better able to assist a station’s contract engineer with problem assessment and emergency solutions. A secondary goal was that the introduction might spark exploration of a deeper interest in engineering.

Radio Engineering Workshop Participants

continued on next page
I don’t, in any respect, regard myself as a radio engineer. But beginning very early in my radio career I was literally forced into learning the basics – mostly because of budget (not a lot of cash) and location (building stations miles from the nearest engineer) … and because I thought it was interesting. So, when the NBA Radio Engineering Workshop was announced, I was not only a huge supporter of the concept – but I signed up to attend.

As NBA Chairman I was able to act as an Association resource during the workshop. But more important, it gave me a close-up look at the Workshop content and structure. Presenter Larry Wilkins began with the human ear and walked us through the whole audio chain – from microphone to processors. We covered analog and digital, live audio mixing, AM and FM transmission systems, HD radio, antennas and transmission lines, current FCC and FAA rules and regulations and safety issues.

The Younes Conference Center provided a comfortable environment, enhanced by an excellent lunch each day (included as part of the registration). While I don’t expect our Association to sponsor this Workshop every year I can certainly see repeating it at some point in the future. Participating stations will, I believe, begin to see immediate benefits – if through nothing else but a better understanding of the station’s physical plant. And my guess is, based on discussions with many of the attendees, that seeds were planted that could grown into future engineers down the road.

So how well did we do? Fifteen attendees responded to our short post-workshop survey. Most topics received a 4 or a 5 on a 1 to 5 scale with 5 being the best. Some quotes – “Overall very good … Was pleased with location. Middle of the state making it easier for all NBA members to make it to the event … I do appreciate you hosting the conference. It had a lot of good information.” Several thought the Workshop was too “basic” but, generally speaking, I think we accomplished our goal.
1968 - 50 Years Ago

In May, 1968, the NAB held an Idea Exchange for Small Market Broadcasters...a few of the ideas are listed below:

1) “The small market broadcaster should get together with a local CATV system. The results can spill profits all over the place!”
2) “Do more commercials in stereo.” FCC Commissioner Robert Lee suggested this as a gimmick on talk-back shows that stereo broadcasters put incoming phone calls on one channel, the host on another.
3) “Go High Power with your FM, go 24 hours a day. Believe in FM. Sell Stereo.”
4) “Top station management should spend more time with his news director than with his sales manager.”
5) Jerrell Shepard, KWIX, Moberly, Missouri: “Increase your rates to charge what air time is more nearly worth.”

1978 - 40 Years Ago

Ted Storck has sold KTCH AM-FM, Wayne to a group headed by Dean Craun, formerly president and general manager of KHUB AM/FM, Fremont, for $265,000.

At the second annual Governor’s Travel Industry Conference in Lincoln, Governor J.J. Exon presented the “Friend of Nebraska Industry Award” to the Nebraska Broadcasters Association, as the result of the strong on-air support of the “Nebraska...the Good life” travel and tourism program.

Dick Chapin celebrated 25 years with Stuart Broadcasting by attending an NBA board meeting in Kearney, and debating Philip Heckman, President of Doane College, on the subject of public radio.

John Gleason, KAWL AM/FM is running for the Legislature in the twenty-fourth district, the seat now occupied by Douglas Bereuter, who is running for Congress.

1988 - 30 Years Ago

KVRN’s Charles Brogan and WJAG/KEXL’s Robb Thomas join NBA Board. Brogan, program director for KVRN-Lexington, replaces Tim Roesler, KFAB/KGOR-Omaha who has accepted a GM position in California. Thomas, General Manager of WJAG/KEXL, Norfolk, has replaced Tom Birk, who resigned. Thomas is “third generation radio”...succeeding his father Bob as general manager in 1985.

continued on next page
1988 - 30 Years Ago (Continued)

**WOWT-Omaha** has appointed Sue Baggerly to assistant assignment editor from reporter at the State Bureau.

**RFD TV** begins broadcasting its innovative agriculture news and feature format in mid-May. Ed Zachary, formerly of WOWT TV-Omaha and his partner in RFD TV, Patrick Gottsch say the station will be a commercial operation broadcasting 24 hours daily.

**KFMQ FM/KLMS AM,** Lincoln has been sold to Mid-West Communications of Green Bay, Wi. No change in format is planned, according to Dennis Ryan, manager of both stations.

**KOMJ FM,** Omaha’s newest radio station, went on the air April 1 on frequency 103.7, and is the sister station of **KOIL AM.**

1998 - 20 Years Ago

The NBA received an Eagle Award from the Army National Guard at a Broadcast Executive Directors Association in Washington, DC. The award is one of just five in the United States.

**Governor Ben Nelson** received the NBA’s President’s Award at the seventh annual UNL J-School luncheon. NBA President Tom Robson presented the award to Governor Nelson for his participation in the state-wide call-in program which has been broadcast monthly since March 16, 1992.

**2008 - 10 Years Ago**

The NBA board of directors approved a new Federal Legal Hotline effective June 1. The legal hotline will be through representation primarily with John Wells King, Garvey Schubert Barer in Washington, DC.

With the election of Eric Brown, KRVN, to the NAB Radio Board of Directors, Craig Eckert, General Manager of KKPR/KXPN, Kearney and KHAS/KICS Hastings, has been named as the new NBA Legislative Liaison.

**Transactions:** NRG Media is selling KWBE AM, Beatrice to Seibert Communications. Headed by Rick Seibert, Seibert Communications owns KGMT AM/KUTT FM in Fairbury, NE.

Veteran Broadcaster Dave Kelly has purchased KTCH/KCTY from Mike Flood’s Red Beacon Communications.
Important Dates From The NBA Calendar

- The Conclave, July 25-27, 2018 - Minneapolis, MN
- NBA High School Advisers Workshop, August 4, 2018 - Lincoln
- NBA Annual Convention, August 14-15, 2018 - Lincoln
- NBA Board Meeting, August 14, 2018 - Lincoln
- NBA Annual Meeting, August 14, 2018 - Lincoln
- NAB Radio Show, September 25-28, 2018 - Orlando, FL
All RMT’s are scheduled for the third Tuesday of each month by the Nebraska State Emergency Communications Committee (SECC).

*ALL TIMES ARE CENTRAL-DAYLIGHT OR STANDARD, DEPENDING ON TIME OF YEAR.*

### 2018 Required Monthly Test Schedule

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<tr>
<th>Month</th>
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<td>July</td>
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<td>October</td>
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<tr>
<td>December</td>
<td>December 18</td>
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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 (SECC) [www.NE-EAS.org](http://www.NE-EAS.org) and is also available on the Nebraska EAS Yahoo Calendar:

[http://groups.yahoo.com/group/nebraskaeas/cal](http://groups.yahoo.com/group/nebraskaeas/cal)

### Governor Ricketts’s Call-In Show Schedule

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

LISTENERS MAY CALL 402-489-1240 or 800-825-5865 TO SPEAK WITH GOVERNOR PETE RICKETTS.

2018 Show Dates:

- July 9, 2018
- August 13, 2018
- September 17, 2018

All shows air at 2pm Central/1pm Mountain time. Dates are subject to change.
By Ford Clark, Senior Lecturer & General Manager of KLPR at UNK

The third annual University of Nebraska at Kearney’s Digital Expressions Media Camp kicked off on Monday, June 10th with 18 campers from Nebraska, Kansas and Colorado. The NBA has proudly supported this camp since its inception in 2016.

Over the course of five days, newcomers and returning campers learned different hands-on aspects of video and audio, worked on the air on UNK’s KLPR FM Radio, screened a documentary film and Skyped with the filmmaker, and completed various audio and video projects for judging and camp-end awards.

NBA member stations once again stepped forward to add valuable experience for the campers. NTV allowed the students to sit in on the 5 o’clock news after a tour by News Director Matt Weesner. NRG Media in Kearney provided a tour of their radio stations with Mark Reid, Dallas Nau and Dave Jenner. Both visits allowed time for Q & A and provided tremendous insight into the inner workings of local TV and radio stations.

On Friday, the annual luncheon was held with campers and their families attending. Jim Timm, President/Executive Director of the NBA, was the Keynote Speaker and told the students and their families about opportunities in the fields of television and radio in the state of Nebraska. He also gave the students “swag bags” filled with ChannelYou NBA goodies.

The camp was again a great success because of its partnership with the Nebraska Broadcasters Association. Jacob Rosdail, Ford Clark and the Digital Expressions Media Camp look forward to many more years of working with the NBA.
FUTURE TALENT: MINING THE NEXT GENERATION OF BROADCASTERS

With the ongoing support of our board of directors and growing involvement of our member stations, the NBA continues to make inroads by showcasing broadcasting career opportunities with high school and college students. Here’s a snapshot of some of our most recent activities:

UNO High School Media Conference
Over 300 students from 30+ Omaha-area high schools enjoyed sessions on various aspects of our industry. NBA members Josh Peterson and Dave Tepper of NRG Media’s 1620 the Zone (KOZN) hosted discussions on what it takes to get into the world of Sports Talk Radio. Just down the hall, KETV’s David Earl hosted sessions on “Asking Questions That Produce Better Stories.” The NBA’s Jim Timm delivered the keynote address on opportunities in broadcasting.

Lincoln Public Schools Broadcasting Camp
A dozen students from across the LPS district spent a day learning about broadcasting under the guidance of former broadcaster and current Lincoln Southeast Assistant Director of Activities, Victory Haines. The students enjoyed lots of hands-on shooting and editing time, and KOLN/KGIN TV reporter Carly Jensen shared her experience of growing up as a wannabe future broadcaster. Carly’s tips were real, practical, and generated lots of good questions. Jim Timm provided an overview of opportunities along with ChannelYou swag for the kids.

continued on next page
NBA Members Take the ChannelYOU NBA Message to the Classroom

With echoes of Alice Cooper’s “School’s Out” ringing through the NBA office, we want to thank the following members for taking time to talk to kids of all ages about broadcasting careers over the just-completed school year: KHUB & KFMT, Fremont; KBRX AM/FM, O’Neill; KSDZ, Gordon; WOWT TV, Omaha, MWB Broadcasting, Broken Bow & Ord; Husker Radio, North Platte and KRVN AM/FM, Lexington. We’ll be back at it in the new school year!

UNO and UNL Students Consider Advertising Sales as a Career

The NBA’s work with P1 Learning to promote advertising sales as a career option continues to gain traction at UNO and UNL. Thanks to the support of UNO’s Jodeane Brownlee and UNL’s Rick Alloway, students with broadcasting interest are finding out how appealing a career in radio or TV ad sales can be. The NBA thanks Marnie Simpson of Omaha’s iHeart Media cluster and Ami Graham of NRG Media in Lincoln for giving their time to talk up sales careers. Semester by semester, we find more kids are getting more interested in a possible sales career!

UNL’S Baylee Vrtiska Earns NBA Omaha Press Club Scholarship

Baylee was honored at the Omaha Press Club’s annual scholarship banquet as recipient of the NBA’s $2,000 OPS scholarship for 2018. Baylee will begin her senior year at the UNL J-School in August to complete her dual majors in Broadcasting and Journalism. As a graphics operator for Husker Vision, Baylee has held multiple roles on a team that covers multiple sports. Her summer experience has taken her to News Channel Nebraska, where she has expanded her skills in generating news on radio and TV.
The UNO School of Communication took a prideful step forward with the opening of their new “whisper room” for use by their energetic radio students. Funded with a portion of the NBA Foundation’s recent $50,000 gift to the School, students, faculty and engineers alike were beaming with pride as the official ribbon cutting took place with UNO’s Hugh Reilly and Chris Allen leading the way, along with the NBA’s Jim Timm and Associate Director Todd Murphy in attendance. With the remaining funds and a potential grant or two, Allen states that they may be on track for significant enhancement for the School. Stay tuned!

NBA Foundation Chairman’s Club Adds New Donors

The NBA Foundation is pleased to welcome Angie and Jeremy Stenger as our newest “Chairman’s Club” donors. Angie, general manager of KNEN/KUSO in Norfolk, is also on the NBA board and is a former NBA board Chair. Their $1,000 donation goes straight to our college scholarship fund. Thank you!
MOBILE ME & YOU
FRIDAY, OCT. 26
SATURDAY, OCT 27
University of Nebraska-Lincoln
www.mobileme-you.com

Mobile Media Tips, Tricks and Best Practices
MobileMe&You 2018 is a journalism and technology conference focused on new and innovative tools and best practices for newsgathering and storytelling on mobile media. We introduce you to the latest technologies affecting the journalism industry. This year's MobileMe&You conference will be on the University of Nebraska-Lincoln campus.

Speakers from The Washington Post, Quartz, CNN, Univision and various universities will talk about how to use drones, bots, mobile multimedia newsgathering, virtual reality, 360 video, social media and audience analysis.

Free Training
Those who register for the conference are also invited to a free afternoon of hands-on training Thursday, Oct. 25, using several mobile media platforms and technologies.

Early-bird registration is $95.
bit.ly/MMY2018

Conference Partners

The University of Nebraska does not discriminate based upon any protected status. Please see go.unl.edu/nondiscrimination.