Celebrate The NBA’s 85th Year
At Our Annual Convention In La Vista!

Join us at the Embassy Suites Conference Center in La Vista on August 13th & 14th as the NBA celebrates our 85th year of serving YOU – are members!

Join a few hundred of your fellow broadcasters from all over Nebraska to learn, laugh, network and most of all, take home new ideas to improve performance, grow your business and better serve your community.

New This Year...
MORE Sessions!
Separate TV and Radio Sales Sessions!
NBA Networking Lounge!
Enjoy Free Cocktails and Expand your NBA Network!

Early Bird registration ends July 30th!
Federal Legislative Update

Two key issues remain in the spotlight:
- Performance Tax on Radio stations
- Neglected TV Markets & STELAR reauthorization

The “Local Radio Freedom Act” (LRFA) continues to be a powerful tool to show the record industry that Congress has enough members to oppose their proposed “Performance Tax” on radio station revenues. Performers have long valued radio airplay and the fortunes created as a result. As of this writing, the LRFA has 177 cosponsors in the House and 23 in the Senate. We thank Nebraska Congressmen Don Bacon, Jeff Fortenberry and Adrian Smith and Senator Deb Fischer for renewing their co-sponsorship of the “Local Radio Freedom Act.”

30 years ago, the Satellite Television Extension and Localism Act Reauthorization (STELAR) was a well-intentioned piece of legislation to help nascent satellite TV companies better compete with big cable monopolies at a time when millions of Americans could not receive their local broadcast stations over the air, from cable or satellite. Over the past three decades, technology has eliminated the need to import out-of-market stations to consumers. But here in Nebraska, North Platte and Scottsbluff remain as two of the 12 neglected markets in America where local stations are still not offered by DirecTV. We believe Congress should allow STELAR to expire on December 31, 2019 and are asking Senators Deb Fischer and Ben Sasse along with Congressman Smith to support our request.

State Legislative Update

Here at home, the first session of the 106th Nebraska Legislature adjourned sine die May 31, the 84th day of the scheduled 90-day session. We are happy to report that no legislation was passed that was harmful to broadcasting. Through our partnership with Media of Nebraska, we engaged on a couple of bills that could have impacted the freedom of information as required by state statutes. Looking ahead to 2020, with greater property tax relief on the minds of every Nebraskan, we will keep a close watch on any attempts to repeal the tax exempt status of advertising. We will also monitor the potential return of the “Winner Take All” Electoral College bill and any other issues that would concern our membership.

To learn more about any of these issues, contact Jim Timm at jim@ne-ba.org or 402-933-5995.
NBA JOINS OTHER STATES IN FILING COMMENTS ON FCC REGULATORY FEES

After enjoying a reduction in FCC regulatory fees in 2018, broadcasters across America were shocked with the Commissions proposed increases for 2019. The NBA, along with the 49 other state broadcast associations who are members of NASBA (National Alliance of State Broadcast Associations) joined in filing comments with the FCC that question the need and reasoning for such a significant increase.

The NAB (National Association of Broadcasters) also filed comments which blended well with NASBA’s comments. The NASBA comments focus on the FCC’s errors in data, method, and transparency that result in too much of the FCC’s economic burden being placed on broadcasters. The NAB’s comments reinforce several of those points and make a policy argument that the FCC needs to expand the universe of those required to pay regulatory fees beyond licensees.

NASBA counsel Scott Flick of Pillsbury Law provided the following summary of the NASBA Joint Comments:

“In the Matter of Assessment and Collection of Regulatory Fees for Fiscal Year 2019, MD Docket No. 19-105. Comments filed on June 7, 2019. Your Association, in combination with state broadcasters associations across the country, filed extensive Comments in this proceeding advocating for significant reductions in the FCC’s proposed regulatory fees for radio and television stations in 2019. The Comments argued that the FCC’s proposed regulatory fees were in part based on defective data, and that the process used to allocate fees among the various industries regulated by the FCC unfairly shifted FCC “overhead” costs to radio and TV stations in the form of higher regulatory fees. The Comments also argued that the FCC had failed to release adequate information to determine how it had allocated various costs among regulated industries, and that more transparency in the process is required to meet the FCC’s statutory obligations, as well as to permit outside parties to analyze the process and bring errors to the FCC’s attention. Finally, we noted that Congress had last year passed the RAY BAUM’s Act of 2018, which altered the FCC’s congressional instructions for setting and collecting regulatory fees, and that the FCC’s proposal for 2019 regulatory fees failed to comply with those new requirements to the detriment of broadcasters.”

Post open positions FREE on our NBA Careers Page.
Contact Jim Timm at Jim@ne-ba.org
Yes, it’s time for another National EAS Test. First, file your FCC “Form One” by July 3.

NBA federal counsel John Wells King advises as follows:

The Federal Emergency Management Agency (FEMA) has scheduled the next national periodic Emergency Alert System (EAS) test on Wednesday, August 7, 2019, at 2:20 p.m. EDT. Wednesday, August 21, 2019, is the back-up date if conditions preclude testing on August 7.

For this round, the national test will originate on FEMA’s National Public Warning System (NPWS), comprised of Primary Entry Point broadcast facilities, as opposed to originating via the Integrated Public Alert and Warning System (IPAWS), which uses the Internet to disseminate the alerts, as was done last year. FEMA’s stated intention in conducting the 2019 test in this way is to determine the capability of EAS to deliver messages to the public in the “event dissemination via the Internet is not available.” In last year’s test, 60% of the public received the EAS test message via IPAWS.

Broadcasters must participate through the FCC’s electronic EAS Test Reporting System (ETRS), by filing Form One, with identifying information; Form Two, with “day of test” data reports, by 11:59 pm on August 7; and Form Three, detailed test data reports, by September 23, 2019.

The ETRS is now open for accepting Form One filings. They must be on file by Wednesday, July 3, 2019. ETRS is accessed here: https://www.fcc.gov/general/eas-test-reporting-system

EAS registration, equipment, test procedure, and reporting compliance is likely to be more important than ever this year, due to the clear orientation of the 2019 test to NPWS (broadcast) dissemination methodology.
A summary of the NBA Board of Directors Spring meeting held in Lincoln on May 1, 2019.

Chairperson Ariel Roblin called the meeting to order at 1:35 p.m. Minutes from the February 12, 2019 board meeting were approved.

Roblin introduced Mike Pallesen, outside counsel to the association, who was asked to join our meeting to outline the fiduciary responsibilities of NBA board members.

Secretary-Treasurer Ami Graham presented the financial statements for January, February and March, which were approved.

Legislative/FOI: Roblin and President/Executive Director Jim Timm outlined the latest news on federal issues of concern, including the Radio Performance Tax and STELAR. On state matters, Timm said the watch for a potential ad tax and potential reintroduction of “Winner Take All” as an amendment is ongoing. Regarding the Think First campaign, Roblin reported that new creative will be designed for a summer relaunch with the new materials available to other states.

NCSA: Timm reported on the status of current, pending and prospective partners

Member Services: Timm reported on Alternative Inspections, EEO Scholarships, Paid Internships and pending webinars.

Convention: Timm reminded the group of Monday’s entry deadline for our 2019 Pinnacle Awards competition and said that convention promotion and registration will begin June 17th.

Hall of Fame: The board approved a recommendation to further stratify the list of standing nominees.

Public Service: Timm said the Governor’s Call-In Show continues to get consistent call volume.

History Project: The board approved a proposal from Clark Creative Group of Omaha to create a NBA History website.

Future Talent: The board outlined a plan to update the ChannelYou “why I love my job” videos. Regarding the P1 Learning “intro to ad sales” course, Timm said P1 has conducted a survey of UNL students who just completed the course to help the NBA better measure the potential ROI of the course. Regarding high school scholarships, Timm said the executive committee had approved the four preliminary winners.

Old Business: Regarding college scholarships from the NBA Foundation, the board approved increasing the dollar amounts offered while staying within the annual budget of up to $25,000 in total awards. Regarding the March 22 “#NebraskaStrong Drive for Flood Relief,” Roblin thanked the board for their stations’ participation in raising $441,919 for the American Red Cross in one day.

New Business: Associate Director Todd Murphy announced that the Omaha Press Club’s annual Hall of Fame banquet is set for June 1st with five of the six inductees coming from broadcasting.

Roblin thanked everyone for their participation and the meeting adjourned at 4:38 p.m.
Chairperson’s Column

“Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.”

One of my favorite holidays is July 4th, and much to my son’s disappointment, I don’t even like fireworks! What I love is a day dedicated to gather with friends and family and celebrate our Independence and the freedoms we value. As broadcasters we are bound together by the mission to serve our community by exercising our most profound rights of a Free Press and Free Speech. Our founding fathers made sure the First Amendment was 1st because it is the foundation of our inalienable rights. Unfortunately, it is highly likely that more people that came name 5 different kinds of fireworks than they can name the 5 freedoms guaranteed by the First Amendment. In a 2018 survey by the First Amendment Center of the Freedom Forum Institute, some startling facts emerged that should concern all of us as broadcasters. The survey found:

- One third of Americans cannot name even one single freedom guaranteed by the First Amendment
- Only one respondent in a survey of 1,009 people could name all five freedoms
- 9% of Americans think the First Amendment guarantees the right to bear arms (for the record, that would be the Second Amendment)

Local broadcasters are used to reporting disappointing or unpleasant information in our area, but this hit us on a deeply personal level. Together, with Media of Nebraska and the Clark Creative Group, we set to work and created the “Think First” campaign for Nebraska that you have graciously agreed to promote through your airwaves.

Furthering our commitment, we’ve also invested in new creative and we are committed to making this available to all broadcasters throughout the United States of America, free of charge. We do this because when our country is stronger and more informed, Nebraska is as well. Be on the lookout for new “Think First” creative hitting your inbox soon!

It is most fitting that this year’s 85th Annual NBA Convention celebrates our “Think First” campaign. To that end, our Keynote Luncheon celebrates Free Speech with a powerful presentation entitled “Revolution, Rights, and Rock ‘N Roll” by Ken Paulson from the National Free speech Center. Ken’s presentation will include a game show-style contest, with some great prizes for the winners!

We’ve put together a fantastic convention that gives people from every area of our business something to help them achieve their goals and strengthen their stations. This includes separate, industry-specific sales seminars for both Television and Radio, as well as combined meetings on closings and performance

Continued Next Page
techniques for sales. **Management and emerging leaders** will learn about the latest legislative issues, hiring practices, and managing out largest workforce of millennials. **Engineers** will have a full day covering everything from new technology to EAS testing and FCC regulations to support informed compliance and license renewals. **News gatherers** will have an opportunity to hear from RTDNA President **Dan Shelly** as he presents “**What would Edward R Murrow Do?**” We are also bringing in **Patti DiVencenzo** to present “**Investigative Reporting on A Shoe String**” that will give our Nebraska journalists practical advice on how to make investigative reporting more consistent and compelling. **Radio station programming personnel** can hear the wisdom of long-time consultant **Tracy Johnson**.

Finally, don’t miss a chance to celebrate our Nebraska greats at the **Hall of Fame Banquet** and the **Pinnacle Awards**! There is certainly something for everyone so sign up early and join your fellow broadcasters to celebrate 85 years of the NBA Convention, and 228 years of out First Amendment!

See you there!
MORE MEMBER BENEFITS: NEW WEBINAR SERIES CONTINUES

The NBA has expanded its training offerings in 2019 with a series of FREE webinars produced by the Michigan Association of Broadcasters.

These Thursday webinars have and will continue to cover a variety of topics for sales, engineering, programmers and managers. On the docket:

- July 18, Engineering: Larry Wilkins, "Chief Operator Rules Review"
- August 15, Management: David Oxenford, “License Renewal Preparation”
- Sept. 19, Management: Laurie Kahn, (topic TBD)
- Oct. 17, Sales Management: Chris Lytle, "Scarce Talent: Recruiting and Hiring Better Salespeople"
- Nov. 21, Management: David Oxenford, (legal/regulatory topic TBD)

Stay tuned for more info!

NBA AWARDS FIRST-EVER HIGH SCHOOL STUDENT SCHOLARSHIPS

As another element of our ongoing “Future Talent” initiative, the NBA board of directors approved a new scholarship program for high school seniors planning to pursue a degree and potential career path in a broadcasting-related discipline. The NBA Foundation will award up to four, $1,000 high school senior scholarships each year.

Our Education Committee members – Angie Stenger, Roger Moody and Todd Murphy – did a masterful job of not only shaping the program criteria that the full board approved, they then reviewed all of the applications and made their recommendations to the full board, which approved them unanimously.

The NBA congratulates Aeriel Frey (Columbus), Mark Lamp (Mitchell), Tyson Snodgrass (West Point GACC) and Nathan Thomas (Millard West) on becoming our first high school senior scholarship winners. Disbursement of their funds is contingent upon confirmation of their active enrollment in their respective colleges and pertinent studies when the fall semester begins.
CANNON, VOICHOSKIE AWARDED EEO SCHOLARSHIPS BY NBA MEMBERS

Cy Cannon (UNK) and Alexandra Voichoskie (UNL) were each awarded a $2,000 NBA EEO Scholarship this spring. They were chosen by participating member stations who reviewed all of our 2019 EEO Scholarship applications and then scored each applicant.

Cannon, a graduate of Osceola High School, will begin his senior year this fall to wrap up his Multimedia and Psychology double major. He is interested in becoming a multimedia specialist in broadcasting.

A Wilcox-Hildreth High School graduate, Voichoskie is on track to graduate in May, 2020 with a degree in Agricultural and Environmental Sciences Communication. She plans to seek a career as a Farm Broadcaster.

Congratulations to Cy and Alexandra!

OMAHA PRESS CLUB SCHOLARSHIP WINNER

NBA OMAHA PRESS CLUB SCHOLARSHIP GOES TO HARRISON POPP

The Omaha Press Club held its annual Foundation Scholarship Banquet on Friday April 26. More than $40,000 in scholarships was awarded to 14 students from Creighton University, the University of Nebraska at Omaha, and the University of Nebraska-Lincoln. If you ever need to be reassured about the level of up and coming talent with interests in media and journalism, just attend this event!

Harrison Popp, a senior at UNO majoring in Journalism and Mass Communication, was awarded the NBA Foundation’s $2,000 Omaha Press Club scholarship. Popp’s credentials are impressive: MavRadio.FM play-by-play and color announcer, “First Warning” host on MavRadio.FM and UNO-TV, College of St. Mary soccer play-by-play announcer, Omaha Beef announcer, and writer for The Gateway, to name just a few. Congratulations, Harrison!
After NBA member stations joined forces to raise $441,919 in our “#NebraskaStrong Drive for Flood Relief” on March 22nd, the NBA has expressed its gratitude to member station personnel and elected officials who supported the drive.

A Facebook Event for the drive was created by Emily Swett, Hoss Michaels and Erik Johnson of iHeart Media - Omaha. NBA President/Executive Director Jim Timm presented each of them with a plaque.

Across town at KETV, Vonn Jones and John Livingston provided copywriting, planning support and the sharing of related news footage. Timm also presented each of them with a plaque.

The NBA presented Governor Pete Ricketts, Congressman Don Bacon, Senator Deb Fischer and Omaha Mayor Jean Stothert with a memento that features a piece of the West Dodge Expressway near Waterloo that was destroyed in the flooding.

Continued
NBA thanks members, elected officials for flood relief support—continued

RED CROSS, IDEA BANK HONOR NBA & MEMBERS FOR FUNDRAISING EFFORTS

NBA members and fellow Nebraskans didn’t stop giving at the amazing $441,919 raised on March 22nd. Fundraisers and supply drives all over the state led by individual stations and clusters have driven the reported total amount of cash and goods donated to over $1,000,000.

The American Red Cross presented the NBA with their “Spirit of Philanthropy Award” during their Annual Meeting on June 19th in Omaha. NBA Chairperson Ariel Roblin and Jim Timm accepted the award, which was presented by local Red Cross Chairperson Megan Berry Barlow and Regional Chief Development Officer Brian Schenk.

The Idea Bank honored Nebraska broadcasters with their “Russ Withers Award” for the response of state radio broadcasters to the devastating floods and blizzard. The honor was announced at the Grammy Museum in Cleveland, Mississippi, during the most recent Idea Bank convention.
We have known that “Repack” was coming for quite a while. It is such a mysterious thing to most people who have heard about it. For us, in the most basic of terms, it is changing from Channel 45 to channel 31. We began transmitting on our new channel at about 12:37am on June 21.

Our project started in early 2017. After many discussions we had a good idea what it was going to take to accomplish the task of changing channels. A new solid-state transmitter from GatesAir, a new interim and main antenna from Dielectric and new transmission line are just a few of the items needed to complete our project. Tower modification was another necessary item because of newer building codes. With the tight FCC completion timelines, it was difficult to secure tower crews to do the installs. There are only so many qualified crews that can remove and mount television antennas, so they are in high demand. We completed all our work on June 8, 2019.

All this work wouldn’t mean a thing if our viewers can’t receive our new channel. We have spent a lot of time educating our staff here at KMTV about what repack is and how it relates to our viewers. To us that is one of the most important parts to repack, to minimize the negative effects to our viewers. For those who receive our signal over-the-air, they need to “Re-scan” their televisions to receive our new channel 31. KMTV has aired many promos informing viewers of the need to re-scan. In addition to the promos, we notified local cable and satellite TV providers of the change.

The transition to our new channel was smooth. We have received several calls from viewers needing help on re-scanning their televisions. One problem is that some televisions are retaining the PSIP information of our previous channel 45 even after re-scanning. To resolve this requires a scan without an antenna which effectively overwrites the stored information. Another scan with an antenna resolves this problem. We have several people manning our phones ready to answer questions.

This has been a great learning experience. We can now offer a more reliable signal to the community and we are relieved that it’s almost complete.

Happy viewing!
OMAHA PRESS CLUB HALL OF FAME

OMAHA PRESS CLUB “JOURNALISTS OF EXCELLENCE” HALL OF FAME ADDS SIX INDUCTEES

June 1st was a night devoted to honoring journalists past and present, as the 11th Annual Omaha Press Club Journalists of Excellence Hall of Fame banquet welcomed six professionals recognized for their extraordinary contributions to the media industry.

The 2019 inductees were Joan (Joni) Ballion (KMTV), Ben Gray (KETV), Walt Kavanagh (KETV), Mike McKnight (WOWT), Carrie Murphy (KMTV) and Kent Warneke (Norfolk Daily News).

The NBA congratulates these very deserving inductees!

Changing Hands

Standard Media to Purchase KLKN TV

Citadel Communications has agreed to sell KLKN TV (Lincoln) and WLNE TV (Providence, RI) to Standard Media. Standard Media is a relatively new company formed by veteran broadcaster Deb McDermott. McDermott is no stranger to Lincoln or KLKN; she started her career at KLKN after graduating from college.
Hello Nebraska Radio Broadcasters,

My name is Kelsey Danca with RadioMax, we are excited to be working with NBA.

I am sure you are all aware how the digital marketplace for radio is evolving at a very rapid pace. Our passion is to help provide new insights on ways to enhance your mobile and digital advertising strategy.

RadioMax provides radio stations a mobile app with unique and powerful listener engagement features, along with a digital advertising platform that generates new revenue by driving more impactful listener interactions for your advertisers.

“We have been on a quest to find the best app for small market radio stations – and we might have found it. RadioMax has one of the most comprehensive apps – if not the most comprehensive app – for radio that we’ve ever seen.”

-- Small Market Radio Newsletter - July 2018

To see how you can use a mobile app to enhance the listener experience and capture digital advertising dollars, please visit RadioMax.co

Thanks!
Kelsey

**In Remembrance...**

Corby Mach
Jim Fowler
This feature introduces you to a NBA Board Member each quarter. In this issue, we are pleased to feature Angie Stenger, General Manager of News Channel Nebraska, KNEN & KUSO in Norfolk.

My current role is best summed up as: The beauty of being part of small market radio is that you get to do it all. I am co-host of the morning show on US92, our country station. With all the fun of being on air, I get to spend a lot of time with the PR side of the radio station. As general manager, my role includes working toward the general success of our Norfolk radio station operations.

First job in broadcasting: In 1988, I was 15 years old answering the phones in my parents’ real estate office in Mt. Pleasant, Iowa. The owner of KILJ AM-FM came in to sell my dad some advertising and said “I like your voice, want a job?” I road my moped to the interview/audition and started running the board for the Iowa Hawkeye network and St. Louis Cardinal Baseball games. Then I moved up to the 6-Midnight Saturday night DJ and by the time I graduated from high school, I had worked in the news and sports department and did regular shifts for vacationing full-timers.

Best career advice I’ve ever received: The one piece of advice that stuck with me was from Mary Quass, back in 1994 at KHAK in Cedar Rapids, Iowa. As part of my college senior research project I was interviewing women managers in radio about their career paths. I loved KHAK as a listener and was excited to find that it was headed up by a strong woman. During our conversation, Mary turned the questions back on me and asked what my goals were. I told her that I wanted to be a radio station owner by the time I was 40. She said, “Call me when you’re 35 and tell me what you own.” The year I turned 35, I was fortunate to be a part of the company that bought the Norfolk radio properties from NRG.

Why I love what I do: To me it is all about the people and the communities we serve. I was raised in a family that had a local business and was focused on giving back to the community. Servant leadership is a trait that was instilled early in life. I tell people that our FCC license charges us with serving a community and our company takes that to heart. My job today lets me be a part of Chambers of Commerce, service clubs, fundraising events and many other organizations that let me serve.

One thing I’d like to change about this business: After being in this business for 30+ years, so much as changed...and mostly for the good. I’m not going to say that I’d change much, it’s more about what I miss about the good ol’ days. Don’t get me wrong, I don’t miss cuing up records, running automation with reel to reels or carrying a large Marti & antenna to remotes. However, some of that has taken away the spectacle of showbiz too. We have become so streamlined that a microphone and a phone is a live broadcast. Which is very handy and budget-friendly, but I miss the excitement of bringing the whole radio station circus with us on-location.

Continued next page
NBA BOARD MEMBER PROFILE: ANGIE STENDER—CONTINUED

Why young people should get into broadcasting: We are the brink of a changing media world, and the news that is being made is making a difference on a local level. We are creating video, audio and broadcasts that aren’t just about social media and how many followers there are. Anyone can get the national news anywhere in the palm of their hand. But local broadcasters can affect how people get their local news. We are reporting on the news that our neighbors care about and giving it to them in their own hometowns from the people that they trust...us.

My family: My husband Jeremy and I have been married 12 years. Jeremy has been in IT for Lindsay Corporation for 26 years. We have a daughter, Josie, who will be in 2nd grade. She loves being around the radio and TV stations and is pretty proud of bringing her classmates by for tours of the studio.

I enjoy serving on the NBA board because: I think it’s important that we offer the most benefits for our members. From free sales training to the legal hotline, our benefits are second to none. I also love serving on the education committee and being a part of the scholarship process for future broadcasters.

NEWSTRAIN COMING TO UNL IN 2020

For just $75, you can up your digital game with highly rated training at the APME NewsTrain workshop to be hosted by the College of Journalism and Mass Communications at the University of Nebraska – Lincoln in 2020. Jessica Fargen Walsh, adjunct professor and graduate assistant at UNL, spearheaded the effort to bring NewsTrain back to Nebraska in 2020 following its very successful workshop in Lincoln back in 2016.

Journalists who attend the two-day training seminar go back to their newsrooms having learned new skills and expanded their knowledge about journalism today. Journalists these days are expected to do so much more than they used to, but news organizations often don’t have the resources to offer that training. Past NewsTrain participants have learned how to use data in enterprise stories, become a “verification ninja” and debunk myths and bad information, use social media analytics to create a brand and reach more people, use social media for reporting and much more.

NBA members will be notified as more details are made available.
1969 - 50 Years Ago

By a vote of 6-2, the Revenue Committee of the Nebraska Unicameral killed the proposed tax on advertising, LB191. This was the result of a considerable educational campaign coordinated by the NBA with help from the Nebraska Press Association, the Lincoln and Omaha Advertising Clubs, advertising agencies, etc.

The University of Nebraska Scholarship winners banquet was held in Lincoln on Saturday, May 10. The KLIN Action News Freshman Award went to Ron Romero.

1979 - 40 Years Ago

Omaha/Council Bluffs again has all-news-talk radio. It’s KLNG (1560 AM), a Mitchell Station. KNEN FM 95.7 is on the air in Norfolk according to Gene Koehn, General Manager. Jim Eddens, WOW/KEZO General Manager announced the FCC approval of a test of AM stereo on WOW AM. KNEB AM/FM, Scottsbluff has been bought by Mrs. Gladys Seaton and her four children. Seller: George Haskell and Associates.

Eric Brown will succeed Max Brown as General Manager of KRVN Radio, Lexington on August 1, when Max retires. Rex Messersmith will continue as farm service director and serve as station manager. KSDZ FM (94.5) is on the air in Gordon. The owners are associated with KBRX, O’Neill, and KBRB, Ainsworth. They are: Gilbert Poese, Larry Rice, Carlee Mathis and Renee Burger. Burger is station manager and has been associated with KBRB since 1968.

1989 - 30 Years Ago

The FCC has established an additional class of commercial FM stations. Class C3 is intended to provide smaller Class A stations leeway to expand their coverage area. Among those in Nebraska are: KBRB FM-Ainsworth; KWMG-Columbus; KDOT-Kimball; KRNY-Kearney; KKEI-Imperial; KNLV FM-Ord; KCMJ-Terrytown, and KAWL FM-York.
1989 - 30 Years Ago —Continued

Lyle Nelson, VP and general sales manager of KEFM-Omaha is the Omaha Federation of Advertising’s (OFA) 1989 Silver Medal Winner. Nelson is a 32-year veteran of broadcasting. He has served as president of the OFA and founder/president of the Metropolitan Omaha radio Broadcasters Association.

1999 - 20 Years Ago

The NBA Foundation has passed the $60,000 mark after a flurry of fund raising at year end to meet Barbara and Harold Soderland’s challenge. Donations included $10,000 from Ray Lockhart, former owner of KOGA AM, KMCX in Ogallala, NBA Past President and 1998 NBA Hall of Fame honoree.

More than thirty state senators joined NBA members at the Burnham Yates Conference Center for the association’s annual legislative reception. The theme was “Illuminate!” Attendees enjoyed food, beverages and an “illuminating” light bulb guessing contest. In addition, an illuminating flashlight-radio was presented to the NBA’s guests.

2009 - 10 Years Ago

NRG Media has announced some changes within its station clusters in Nebraska. Tim Marshall, formerly GSM for NRG’s Omaha cluster is now General Manager of their Grand Island stations (KJOR/KSYZ). Stacie McElligott has been named General Sales Manager for the AM stations of NRG’s Omaha cluster (KOZN, KKAR, KOIL and KMMQ).

Dan Zabka, former GM of NRG’s Grand Island cluster has taken a management position with GI Family Radio in Grand Island.

Larry Rice was honored with the UNL/NBA Broadcast Pioneer Award during ceremonies during the J-School’s annual “J Day” activities. Rice was given the award by Dennis Brown, NBA Chairman and owner of KCSR, Chadron.
The NBA Foundation is pleased to announce Dave and Patti Thorell as the newest members of the NBA Foundation’s “Chairman’s Club.” Dave and Patti have donated $2,000 for our scholarship fund, adding their names to the list of our Platinum Level donors. With Dave (NBA Hall of Fame class of 2016) and Patti having worked a combined 70-plus years in radio, their interest in supporting the next generation of broadcasters comes naturally. Their donation will help us continue to fund our college and high school student scholarships. Thank you, Dave and Patti!

Platinum Level Donors ($2,000+)
- Dick Chapin
- Jason and Charlie Effinger
- Mike Flood
- David Kelly
- John and Mary Mitchell
- Scott & Gil Poese
- Marty Riemenschneider
- Barbara and Harold Soderlund
- Dave and Patti Thorell

Chairman’s Club Donors ($1,000 - $1,999)
- Patty and Paul Aaron
- Dave Birnie
- Charlie Brogan
- Eric Brown
- Ulysses Carlini, Sr.
- Ulysses Carlini, Jr.
- Dick Cavett
- ConAgra Foundation, Inc.
- Craig Eckert
- Ken Elkins
- Dennis and Connie Ernest
- Ken Fearnnow
- Julie Gade
- George Haskell
- Howard Kennedy
- Gene Koehn
- Craig Larson
- Ray Lockhart
- Carolyn and Ed May, Jr.
- Lorena and Don Meier
- Roger Moody
- Steve Morris
- Phyllis Ned
- Will Norton, Jr.
- Randy Oswald
- Dick Palmquist
- Joy Patten
- Larry Rice
- Tom Robson
- Chuck & Judy Schwartz
- Howard H. Shrier
- Rick Siebert
- Angie and Jeremy Stenger
- Robert E. Thomas
- Robert G. Thomas
- Jim and Deb Timm
- Dara Troutman
- Karen and Larry Walklin
- Nancy and John Webster
- Webster Communications
- WJAG, KQKX and KEXL
Future Talent: NBA, Member Stations Groom Future Broadcasters

Record Attendance at UNK “Digital Expressions” High School Student Media Camp

By Ford Clark, UNK Senior Lecturer & KLPR General Manager

The Fourth Annual Digital Expressions Media Camp at the University of Nebraska at Kearney wrapped up on June 14th, and it was another successful year! 23 high school students – a new record – enjoyed a week packed with hands-on learning and demonstrations from professors, counselors and industry professionals.

Audio, video, photography, sports broadcasting, drone videography, E-Sports, live radio shows on KLPR, sitting in on 5:00 and 6:00 newscasts at NTV, visiting the studios and staff at NRG Media in Kearney and KRVN in Lexington – we were busy from morning into evening every day and the campers loved it! They used their new learning and the tools at hand to create several terrific projects throughout the week. The camp closed with the students hearing from, NBA President/Executive Director Jim Timm, before watching a recap of the content they had created during the week.

We would like to thank everyone at NTV, NRG Media, KRVN and the World Theater for letting us visit and use their facilities. We also thank UNK Professors Nanette Hogg, Aaron Blackmon and Jake Jacobsen, UNK student Billy Deardoff and recent UNK grad/KRVN Employee Evan Jones for supporting our efforts. Last but not least, we thank the Nebraska Broadcasters Association for their monetary help in putting this camp on. Without all of this great support, this camp would not be possible!

NRG Media’s Mark Reid addresses the students.

Jim Timm with the campers and counselors.
UNO’s High School Media Conference Draws Record Numbers

335 students from 25 Omaha/Council Bluffs area high schools took over the Scott Conference Center on April 4th for UNO’s annual High School Media Conference, sponsored in part by the NBA. The students elected to attend a number of different media and journalism seminars that were made possible by UNO faculty and local media professionals.

The NBA thanks Maya Saenz and Steffani Nolte of KMTV, John Bishop of KOZN, and Waverle Monroe and the retired Rose Ann Shannon of KETV for volunteering their time to educate the students. The NBA’s Jim Timm spoke with students and advisors about broadcasting careers, degrees and internships, and he delivered the luncheon keynote address, which was followed by the presentation of awards from UNO’s annual student competition.
UNO, UNL Students get Introduction to Broadcast Advertising Sales

The NBA is continuing its efforts to showcase advertising sales as a career option for college students enrolled in media, communications and journalism programs at Northeast Community College, the University of Nebraska – Omaha and the University of Nebraska – Lincoln.

Thanks to terrific support from NBA training partner P1 Learning and funding approved by the NBA board of directors, these students take a two-week online P1 course within one of their regularly scheduled classes. Personnel from P1 and local stations visit the class to talk about the benefits of a sales career and the opportunities within our membership.

KETV’s Eric Hanneman and P1’s Katey Woolam joined the NBA’s Jim Timm at UNO to speak to professor Jodeane Brownlee’s class at UNO on April 11th. On April 16th, NRG Media – Lincoln’s Ami Graham joined P1’s Nickey Buzek and Jim Timm to speak with Rick Alloway’s students at UNL. P1 is leading an effort to create a connection between students expressing an interest in advertising sales and NBA members looking for new salespeople. We will keep you posted!
Alpha Media’s KFOR AM in Lincoln was honored with the NAB (National Association of Broadcasters) Crystal Heritage Award at the NAB Show in Las Vegas on April 9. The Heritage Award recognizes radio stations that have won a total of five Crystal Radio Awards, for their exceptional year-round community service efforts. The NBA’s Jim Timm presented the KFOR team with a plaque from the NBA to recognize their tremendous accomplishment.

April 8th marked the debut of “Chef West and the Morning Scramble” featuring Tay Westberry and Alyssa Siebken on Omaha’s Power 106.9 (KOPW), an NRG Media station.

Summit Media’s Omaha cluster has a new Operations Manager. Matt Derrick now leads the programming team for KEZO, KKCD, KQCH, KSRZ and KXSP.

The Nebraska Rural Radio Association announced the retirement of two long-time employees. General Manager & CEO Craig Larson will retire on January 1st after 24 years with the company. KRVN Executive Assistant Brenda Colvin retired June 24th after almost 43 years at the stations in Lexington.
Go, Big Red! ... Go, Big Digital?

By Gary Moore - President of Local Broadcast Sales

Nebraska has a long-standing tradition of being incredibly loyal to Cornhusker sports and for being progressive in broadcast and digital advertising as well. You want to remain on top of advertising trends. Competing against Big Digital is one such challenge.

Broadcasters with a robust corporate brain trust for digital direction have an incredible asset to help evaluate and perhaps implement various programs. Yet, all local broadcasters with, or without, corporate digital support must implement ongoing learning practices. We highly recommend that you get a free copy of Criteo's ebook, Marketing in 2020: 7 Big Predictions for the Future of Digital & Data using this link, https://www.criteo.com/insights/2019-digital-marketing-trends/

Being aware of all the exciting technology that is on or about to hit the market...positions you to become a valuable resource to your clients. It is not necessary that your station offers every option on the face of the planet to win the majority of your clients' digital advertising budget. When you master market segmentation expertise with your broadcast and digital recommendations, you are well on your way to establishing yourself as a fierce competitor. With your broadcast base, you can position yourself to be an advertising powerhouse.

As you educate and equip yourself with a base of video, search, social media, and other options, remember you don’t want to do it all alone. Vendors can be your best friends when it comes to partners who can educate, support, and provide the horsepower to maximize your audience building and segmentation revenue opportunities. We like what we see in the following three examples we have explored.

- Voice Technology: Produce, distribute, and monetize your content in voice. https://spokenlayer.com/media/
- Text Message: The best way to reach someone quickly is via text. This is a compelling customer and data strategy. https://captivated.works

The digital age has changed how we live, receive information, and approach our broadcasting business. There has never been a better time to be a broadcaster. Let’s all continue to learn how to be successful together in a broadcast and digital world at www.localbroadcastsales.com.

Gary Moore is president of www.LocalBroadcastSales.com and Insight Edge. Moore has been involved in his entire career with traditional and digital advertising. LBS is a FREE training and new business development service for NBA members.

Get connected to LBS at: jim@ne-ba.org.
**NEBRASKA EMERGENCY ALERT SYSTEM**

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

- **July 16**
  - 10 AM C / 9 AM M
- **September 17**
  - 10 AM C / 9 AM M
- **November 19**
  - 10 AM C / 9 AM M
- **August 20**
  - 11 PM C / 10 PM M
- **October 15**
  - 11 PM C / 10 PM M
- **December 17**
  - 11 PM C / 10 PM M

**GOVERNOR RICKETTS CALL-IN SHOW SCHEDULE**

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

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

- **July 8**
- **August 12**

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

**SYNC WITH THE NBA CALENDAR**

**Events, Meetings & Deadlines**

- NBA Board of Directors Summer Meeting: August 13, 2019—La Vista
- NAB Annual Meeting: August 13, 2019—La Vista
- NBA Annual Convention: August 13-14, 2019 – La Vista
- NAB Radio Show: September 24-26, 2019—Dallas, TX
- Iowa LUC Window Opens: December 20, 2019 (for Feb. 3, 2020 IA Caucuses)
- Nebraska LUC Window Opens: March 20, 2020 (for May 12, 2020 Primary Election)
- NBA Annual Convention: August 11-12, 2020 – Lincoln
- General Election LUC Window Opens: September 4, 2020 (for Nov. 3, 2020 General Election)
- Nebraska License Renewal Announcements Begins December 1, 2020 (Pre-Filing Message)