NBA Delegation Visits Capitol Hill to Discuss Key Legislative Issues

Another year, another slate of federal legislative issues of concern to broadcasters. NBA members were well-represented by the delegation of Craig Eckert, Ariel Roblin and Jim Timm at the NAB’s annual State Leadership Conference in Washington DC, February 22-24. The National Association of Broadcasters (NAB) provided us with detailed updates from their Government Relations team on the most significant issues at play. Materials were distributed to assist us with talking points ahead of our day on Capitol Hill to discuss these issues with our Senators and Congressmen.

Here are the four issues of focus for discussion with our federal delegates:

- FCC Spectrum Auction
- Retransmission Consent
- Advertising Deductibility (Tax Reform)
- Performance Tax on Radio

On the morning of February 24th, we attended the traditional “Nebraska Breakfast” in the Dirksen Senate Building cafeteria, where we were joined by 100 or more other Nebraskans on The Hill to address their own respective industry issues.

Senator Deb Fischer introduced Jim Timm and asked him to introduce our NBA delegates and to give a brief explanation of the purpose of our visit. After the Nebraska Breakfast concluded, we met first with Senator Fischer and her new Telecom aide, Jamie Susskind. From there we walked to the Russell Senate Office Building where we met with Senator Ben Sasse and his Deputy Chief of Staff, Tyler Grassmeyer. Next, we crossed The Hill to the Cannon House Office Building to meet with Congressman Brad Ashford and his Legislative Director, Chris Kelley. Our next stop took us to the Longworth House Office Building where we met briefly with Congressman Jeff Fortenberry and had an extended conversation with his Deputy Chief of Staff and legislative Director, Alan Feyerherm. We concluded the day’s appointments in the Rayburn House Office Building, where we met with Congressman Adrian Smith and his Legislative Director, Josh Jackson.

Senator Fischer, Congressman Ashford and Congressman Smith expressed their appreciation for the services provided by local broadcasters.

Senator Sasse was interested in data showing how Nebraskans use radio and TV (the NBA thanks KETV, NRG Media and Nielsen for supplying additional data to Senator Sasse). Congressman Fortenberry has since agreed to submit an Appropriations request for an additional $1 billion in funds to assure that no local broadcasters are harmed as a result of the Spectrum Auction. Congressman Smith was interested in other ideas for his work on Tax Reform, as we detailed the potential economic risks of reducing the Advertising Deductibility that is currently enjoyed by businesses everywhere.

Of the four issues we addressed in our meetings, the FCC Spectrum Auction was the most time-sensitive. With the auction just a few weeks away, concerns were...
Visit to Capital Hill (continued)

rising daily about the FCC’s insistence that $1.75 billion dollars and a 39-month time frame were adequate to repack all broadcasters across America who would be affected by the outcomes of the pending auction. NAB research concluded that the size of the fund and the repacking timeline are insufficient.

We also stressed the importance of allowing Re-transmission Consent negotiations to continue to be handled in the open market, free of legislation or FCC involvement. We thanked all three Congressmen for their continued support in opposing a Performance Tax on Radio via the “Local Radio Freedom Act.” And we expressed our concerns on Advertising Deductibility.

Prior to the State Leadership Conference, Timm attended the Annual Winter Meeting of the National Alliance of State Broadcast Associations (NASBA), where he and his peers were briefed on a number of topics of concern to NASBA members. Timm also attended the annual EAS Summit, which provided updates from officials at FEMA, NOAA and the FCC.

It’s amazing how much business gets packed into so few days on this annual trip. Our NBA representatives were prepared, focused and effective in their presentations and in their answers to the questions posed. The NBA Board of Directors and its officers remain committed to defending and articulating the concerns of our member stations.

NAB Organizes First-Time “FCC Day” at State Leadership Conference

The following article was written by NBA member and Legislative Liaison Craig Eckert of Platte River Radio, Kearney/Hastings, who attended this day-long gathering at the FCC on February 25th.

The number of people venturing (tenuously at first) into the FCC Building for the first ever Broadcasters Day at the FCC was large enough to show solidarity and strength while small enough to have conversations with two actual Commissioners, O’Reilly and Pai (both friendlies), plus top staffers from the other three Clyburn, Rosenworcel and Wheeler.

Mostly we think of the FCC as THE FCC. Not so fast; the sitting commissioners are five distinct and strong personalities, as evidenced that we did not meet with the five entities at once, each was a separate session. Broadcasters cannot say we weren’t given the time and latitude to speak our minds on a wide range of subjects.

The sweet spot with the FCC Commissioners is what broadcasters do for their respective communities. Anecdotes and not statistics seem to warm the room. The niche broadcasters hold with the powers that be is with our public service efforts which do serve as currency to get other things done. This is political; most Commissioners are upwardly mobile, so are their staffers, and when we help them understand what we really do, then they can use that knowledge to drive their agenda. They want to know we are behind them (in force) if they advocate for us with other Commissioners.

Conclusion: within reason, send The Commissioner(s) good news as well as the complaints that they field every day. Send an e-mail to them when things go well in a public service effort, let them know directly when you are appreciated by a local government, public institution or non-profit. Point out significant coverage of storms, floods, fires and man-made disasters, Public Service success and candidate forums etc. Send it to all five commissioners, not one with a CC to the other four. They have

continued on next page
FCC Day (continued)

staff, they read this stuff and the collective tonnage of what we all know we do well will come back to help in the future. Remember what I said up top - these are five distinct people; communicate with them individually and equally.

Imagine the power if each Commissioner had an abundance of solid pro-broadcast evidence so that when we are attacked by another entity, we may not (again) be forced to react because we at last would be proactive. On the other hand, imagine how devastating if a Commissioner said “I have not one thing in my files that even shows they deserve space on the spectrum.”

Email addresses for the FCC Commissioners:

- Mignon Clyburn:  mignon.clyburn@fcc.gov
- Michael O'Reilly:  mike.o'rielly@fcc.gov
- Ajit Pai:  ajit.pai@fcc.gov
- Jessica Rosenworcel:  jessica.rosenworcel@fcc.gov
- Tom Wheeler (Chairman):  tom.wheeler@fcc.gov

State Legislative Update

Two bills in the 2016 Legislative Session have captured the concern of the NBA on behalf of our member stations.

**LB1109** (University of Nebraska President/Chancellor search) has passed through all three readings on the floor and as of the publication of this issue, is awaiting consideration by Governor Pete Ricketts.

Our opposition to LB1109 has been all about transparency in government. We support the University of Nebraska and appreciate its importance to our state and citizens. We also understand their desire to widen their candidate pool. As they seek to hire new leaders, we feel the process should continue to be done in public in the manner that the current law outlines. Beyond what LB1109 does for the University, we are equally concerned with the likelihood that other state, county and municipal entities – that rely on taxpayer funding – will seek similar legislation to make their own respective actions more private.

The NBA wants to thank the many members who made calls and wrote letters to their Senators, the broadcast and print member organizations of Media of Nebraska, attorney Alan Peterson, and our lobbyist Walt Radcliffe for their extended efforts and guidance as we opposed LB1109. The NBA also wishes to thank the following State Senators for opposing this bill: Dave Bloomfield, Hoskins; Lydia Brasch, Bancroft; Ernie Chambers, Omaha; Tanya Cook, Omaha; Laura Ebke, Crete; Mike Groene, North Platte; Beau McCoy, Omaha, and Kate Sullivan, Cedar Rapids.

At the time of publication, **LB10** (Winner Take All) is on the agenda for this short session that is nearing completion. The NBA thanks the many members who have contacted their respective Senators about the importance of keeping this part of Nebraska’s democracy intact, and encourages you to make further contact where needed. The number of candidate visits and overall increased campaign activity in Nebraska for the 2016 Presidential election have provided ideal illustrations of broadcasters giving citizens greater access to the candidates they will be asked to choose from. Should LB10 pass, it is highly unlikely that Nebraska would ever again be as relevant to these campaigns as it currently is.
Board Briefs: A summary of the NBA Board of Directors winter 2015 meeting held March 9th at the offices of the Nebraska State Education Association.

Chairman Taylor Walet called the meeting to order at 8:35 a.m. and minutes of the quarterly board meeting of November 3, 2015 were approved.

Secretary-Treasurer Ariel Roblin presented the financial statements for October, November and December, 2015, and January 2016, which were all approved.

Hall of Fame Chair Dr. Larry Walldin reviewed our Hall of Fame history before Chairman Walet reviewed our election process. Representatives for eight 2016 nominees then made presentations to the board. After discussion was closed, the balloting process resulted in Jerry Dishong, Dave Thorell and Rose Ann Shannon being elected for induction as our Class of 2016. Please see our accompanying article on these pending inductees.

NBA President/Executive Director Jim Timm gave a Legislative update, covering the recent NAB State Leadership Conference in Washington DC as well as pending state legislation.

Timm then reported on Member Services. For Alternative Inspections, Mark Jensen made a motion to add translator inspections on a fee schedule that the board approved. The board also approved new language prepared by our counsel at Cline Williams to include high school seniors as eligible for our Paid Internship Program. The board also approved purchasing a series of Chris Lytle sales and management webinars for the rest of 2016, to be made available free to member stations.

On Convention, Timm reported that the “Best News/Best Sports” recording date of February 25th had been emailed to all members and that his time spent on convention activities will increase significantly beginning in April.

In an update on the NBA History Project, Timm reported that UNL is completing an inventory of unwanted equipment that may be donated to the NBA for preservation. He also stated that President Emeritus Marty Riemenschneider is documenting the history of every Nebraska licensee by frequency, call letters, owner, formats, network affiliations and so forth.

Timm then presented the 2015 “Localism infographic” and thanked members for their strong response, which resulted in the most data ever collected for this annual report to be shared with elected officials, community leaders and others.

In an update on our Future Talent initiatives, Timm reported on the work being done by UNL student ad agency group “JACHT” to create a series of short-length recruiting videos targeting high school kids to increase their interest in pursuing a broadcasting degree and career path. He then presented requests for funding/sponsorship from the Nebraska High School Press Association for their annual summer workshop at UNL, and one from UNK for their inaugural “Electronic Media Camp” for high school students. The board approved motions to help fund both initiatives.

Graig Kinzie gave an update on the inaugural NBA Foundation golf tournament to raise scholarship funds, to be held Thursday May 5th at Woodland Hills Golf Course in Eagle. He urged board members to participate and to seek out other participants and consider sponsorships, which are being handled by Timm.

Timm gave an update from UNL about our interest in requiring a broadcast sales course as part of the J-School curriculum. A more practical option is to incorporate sales into an existing required course, as changes to the content of an existing course do not require the more time-consuming University-level approvals that creating totally new courses would require.

Timm then referred to an AM Revitalization proposal from Legislative Liaison Craig Eckert, for which Eckert was requesting official NBA support to formally propose the idea to the FCC and NAB. The board agreed that because of the differing opinions and potential impact on our different AM members, the NBA should take no position on this matter.

The Board was then joined for lunch by Taylor Gage, Public Relations Director for Governor Pete Ricketts. Governor Ricketts then joined our meeting to share the status of several of his current legislative priorities along with some updates on improvements within government agencies since he has taken office. He also took the time to answer several board members’ questions before our meeting adjourned.
NBA Hall of Fame to Induct Three More Outstanding Broadcasters

At its winter meeting on March 9th, the NBA Board of Directors voted to induct Jerry Dishong, Rose Ann Shannon and Dave Thorell into the NBA Hall of Fame as our Class of 2016. Our Annual Hall of Fame Banquet will be held on Tuesday, August 16th during our 82nd Annual Convention at the Embassy Suites in Lincoln.

Dishong has been working at KDUH TV in Scottsbluff for 50 years. After attending Chadron State College, Dishong’s career at KDUH began as a part-time broadcaster in 1966. Over his lengthy career at KDUH, Jerry has held nearly every position at the station including switcher, reporter, anchor, news director, program manager and station manager. Jerry still commands the anchor chair during noon newscasts and is known as the face, if not the voice, of the Nebraska Panhandle. Jerry’s work at KDUH has been recognized numerous times by organizations including The United Way, Disabled American Veterans, the U.S. Air Force, Scotts Bluff County Crime Stoppers, and the NBA.

Shannon is the news director at KETV in Omaha, a position she has held since 1993. Shannon graduated from the University of Nebraska – Lincoln and embarked on what is currently a 43-year broadcasting career in Nebraska. She began as an intern at KMTV in 1973 and held multiple positions over 12 years there before joining KETV in 1986 as assignment manager. She became assistant news director in 1991 before taking over her current role. Under Shannon’s direction, the KETV news team has earned dozens of awards and she is known as one of the greatest mentors to news professionals in Nebraska. Shannon has also been a strong proponent of the First Amendment and of Freedom of Information initiatives across the state.

Thorell enjoys his 47-year Nebraska broadcasting career as the midday personality at KRVN in Lexington. He got his start on the air at KUVR in Holdrege in 1969 before moving behind the microphone at KRVN in 1974, where he has been a friend and trusted source of news and information for ranchers and farmers across Nebraska and beyond. Outside of his work on KRVN, Dave is known as an outstanding community leader. He has made hundreds of speeches in rural communities and has been recognized as an advocate for agriculture, adoption, cancer research and many other worthy causes. A true broadcast professional, Dave also enjoys mentoring the new generation of KRVN announcers.

Congratulations to our NBA Hall of Fame Class of 2016!
**Chairman’s Column** by C. Taylor Walet, III

Spring Cleaning! This phrase can mean so many different things depending on the context. Renewal, resurrection with Easter, redesign, rewire...etc. One of the things that has served the teams that I have led over the years is a version of Spring Cleaning.

So often, especially when we are successful, we want to leave things alone, if it ain’t broke..... Well I would challenge that during times of success is exactly when we should take a hard honest look at what is working and why it is working. How we can improve on our successes is a far tougher exercise, but far more rewarding over the long term as opposed to the reactionary fire drill of, what do we do when something is not working well or we are in an immediate unanticipated “crisis.”

I like to get my key people off premise for a full day, yes, all day, to brainstorm/whiteboard all the good, bad and ugly in our operation. No egos allowed. No wrong or bad ideas. No sacred cows. Appoint a scribe to capture it all and don’t just make it about management. Invite some key teammates from various departments. Ask everyone to prep some areas to explore, some examples of what they want to add to or fix, and let the fur fly.

Next, create some action plans with steps, assignments, and most importantly, deadlines. The follow through on the ideas and actions will make your operation better, and give a voice to the team that gets the work done. Some of our best ideas for improvement have come from previously considered “unlikely sources” and that just magnifies the need to do your spring cleaning with everyone!

Good luck and don’t be afraid of the good, the bad, or the ugly. There is much to gain, and nothing to lose!

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**New Member Benefit: Free Sales & Management Webinars from Chris Lytle**

The NBA Board of Directors recently approved the purchase of two series of webinars from noted industry trainer Chris Lytle. There’s a series for sales training and another for management training, all conducted live by Chris himself.

**SALES TRAINING SERIES:**

**May 18th:** MORE FIRST MEETINGS: GETTING IN TO SEE THE HARD-TO-SEE PROSPECTS

**August 17th:** ADVANCED CONSULTING SKILLS FOR BROADCAST ADVERTISING SALESPERSON

**November 16th:** HOW TO “TALK” ADVERTISING WITH YOUR PROSPECTS AND CUSTOMERS TODAY

**MANAGER TRAINING SERIES:**

**June 15th:** TWELVE SALES MANAGEMENT LESSONS YOU SHOULDN’T HAVE TO LEARN THE HARD WAY

**September 14th:** SCARCE TALENT: FINDING AND HIRING THE BEST PEOPLE

**December 21st:** THE COACHING IMPERATIVE

All webinars will be recorded and archived and you will have access to them throughout 2016. A link will be emailed to those interested about 4 weeks before each webinar. To learn more, contact Jim Timm at jim@ne-ba.org or 402-933-5995.
Transactions

GRAY CLOSES SCHURZ DEAL, EXPANDS PANHANDLE COVERAGE

Gray Television recently closed on its purchase of Schurz Communications. The deal includes the acquisition of KNEP-TV – the former KDUH-TV on Channel 7 – and plans for expanding local service to viewers in the Nebraska Panhandle. KNEP-TV continues to carry ABC and other programming from KOTA in Rapid City on Channel 7. In a few months, Gray will add NBC and Nebraska news, weather, and sports content to a “sub-channel” of the station that should be visible to everyone who now receives KNEP-TV on Channel 7.

ALPHA MEDIA CLOSES ON DIGITY PURCHASE

Alpha Media’s acquisition of Digity includes the clusters of six stations in Lincoln and five stations in Columbus. Alpha adds the Digity stations to the 137 stations currently in their portfolio. The closing of Digity, LLC brings the total number of stations owned or operated by Alpha Media to 251 in 53 markets. Alpha Media has become the 4th largest broadcast company in the country in terms of station count and the 3rd largest in terms of market count.

Broadcasting and Drones Webinar Scheduled for April 7th

The NBA is pleased to offer the following webinar as a FREE member benefit. Contact Jim Timm at jim@ne-ba.org for registration details.

Broadcasters and Drones: Staying Street-Legal in the Sky

Join us for a webinar on April 7, 2016 at 3:00 PM EDT.

Drones and newsgathering – a match made in heaven (at least up to 500 feet). The use of drones – or, in FAA-speak, “unmanned aircraft systems”, a/k/a “UASs” – has been a hot topic lately in broadcast circles, as evidenced by the massive drone display at last year’s NAB Convention. But questions abound: Can broadcasters legally operate their own drones? If so, what steps do they need to take? And can broadcasters legally use video or other images obtained from drones operated by others?

The FAA’s regulation of UASs has historically been fraught with uncertainty and frustration. With new rules and procedures recently added to the books and others likely to be adopted in the (relatively) near term, however, some clear standards have started to emerge. To help guide you through those standards – and to provide a glimpse of what may be in the offing – we are pleased to offer a one-hour webinar on “Broadcasters and Drones: Staying Street-Legal in the Sky” on Thursday, April 7, 2016, at 3:00 p.m. EST. The webinar is free, and we encourage your station employees to attend.

The webinar will provide an overview of current FAA requirements for commercial operations of UASs, including the latest registration requirements. It will also preview how proposed new FAA rules and pending legislation are likely to alter the regulatory flightpath. And we will address the ins and outs of the use of video or images obtained from others, whether commercial or hobbyist users.

The webinar will be presented by Fletcher, Heald & Hildreth’s Laura Stefani and Jonathan Markman, in cooperation with our friends at a number of state broadcasters’ associations, including those in Alabama, Alaska, Arizona, Arkansas, Hawaii, Maryland/District of Columbia/Delaware, Louisiana, Missouri, Mississippi, Nebraska, New Jersey, Oregon, Puerto Rico, South Carolina, Tennessee, Texas and Washington.
KRVN Celebrates 65 Years of Service to Agriculture

February 1, 1951 was a big day for Nebraska agricultural men and women. That is the day KRVN went on the air for the very first time with a dedication to their mission to serve agriculture. KRVN was started with the vision of a group of men and women who recognized the need for getting reliable information to farmers and ranchers across Nebraska. In 1949, a series of catastrophic blizzards crippled western Nebraska causing huge livestock losses and leaving snow so deep there were still snowdrifts in July in the Sandhills. As a result, the Nebraska Farm Bureau, the Nebraska State Grange, the Nebraska Cooperative Council and Farmers Union worked together with the newly elected Nebraska Rural Radio Association (NRRA) Board of Directors selling $10 dollar memberships door to door to raise the needed capital for KRVN to be born.

KRVN began as a 25,000 watt daytime station at 1010 on the dial before moving to 50,000 watts and 880 on the dial in March of 1972. During the daytime, KRVN can be heard from Omaha to the Colorado border, south into Kansas and north into South Dakota. To boost their nighttime coverage, KRVN added a translator at 106.9 FM in January 2016, allowing listeners in the Kearney area to hear KRVN 24 hours a day.

On February 1st of 2016, KRVN held an all-day celebration that included the re-broadcast of their original sign on at 1010 on the AM dial and some reminiscing on-air with retired General Manager Eric Brown. They also aired features including the history of KRVN, memorable jingles and greetings from voices of the past including Rex Messersmith, Rich Hawkins, and a message from the Nebraska Rural Radio Association Board President, Kevin Cooksley. A public open house was held on that same afternoon.

KRVN is the flagship and first station of a 9 station NRRA network spanning Nebraska with coverage into Iowa, South Dakota, Kansas, Colorado and Wyoming. Their stations include 880 KRVN and 93.1 the River, Lexington; 960 KNEB and 94.1 The Brand, Scottsbluff; 840 KTIC and 107.9 The Bull, West Point; 1580 KAMI, Cozad; and 1370 KAWL and 104.9 Max Country, York.

KFOR’S Dale Johnson Recovering from Serious Accident

KFOR (Lincoln) News Director Dale Johnson was seriously injured when struck by a car while riding his motorcycle on March 20th in Lincoln. Dale continues to improve, however, due to the severity of the accident the doctors had to amputate his left leg above the knee. While horrible news, Dale remains in strong spirits and is thankful to be alive. He is showing progress every day and is already planning his return to KFOR. His family thanks all of you who have taken the time to send thoughts, prayers, and supportive comments. Dale’s son and daughter-in-law have started a GoFundMe page to help with medical expenses and other costs from the accident: gofundme.com/k4vfwfas. Best wishes Dale. We can’t wait fo have you back on the air!
KBRB Unveils New Studios and Offices to Over 300 People

KBRB AM & FM (Ainsworth) has had plenty to celebrate of late. On January 21st they began operating from their brand new building, which was built after a fire significantly damaged their former building in late 2014.

On the afternoon of February 24th, KBRB held an open house which was attended by more than 300 people. KBRB President Craig Kinzie and his staff were overjoyed with the turnout. They provided tours and demonstrations, and it gave Kinzie a chance to thank the community for the tremendous support they received while operating from the old building until their new building was completed. Local business leaders have expressed their appreciation for the stations’ new investment in Ainsworth, which includes leased space for other tenants.

KFOR & KXKT Among NAB Crystal Award Finalists

The National Association of Broadcasters (NAB) has released its finalists for the 2016 "Crystal Awards" which recognize radio stations for their year-round commitment to community service.

The NBA congratulates member stations KFOR AM, Lincoln (Alpha Media) and KXKT FM, Omaha (iHeartMedia) on making the initial list of 50 finalists. Both stations have an outstanding track record of community service and excellence in broadcasting.

Winners will be announced and the finalists will be honored at a luncheon during the NAB Show in Las Vegas on April 19.

Need Some New Hardware? NBA Pinnacle Awards Call for Entries Announced

Nothing spruces up a station lobby or conference room like the addition of some beautiful new NBA Pinnacle Awards!

As we do each year, we’ll open the website with a “practice window” to help the people who will submit your entries get familiar with the simple process. Our 2016 practice window will be open from April 22nd through May 10th.

Then the training wheels come off and our official call for entries will be open for submissions from May 13th through 5:00 p.m. (Central) on June 2nd.

Official rules and links will be emailed in the coming weeks. We look forward to another year of strong member station participation!
Noted in Passing: Broadcasting Legend, NBA Hall of Famer Charlie Tuna

On February 19th, Nebraska native and NBA Hall of Famer Charlie Tuna (Arthur Ferguson) passed away at his home in California. The NBA thanks Joel Denver of AllAccess.com for his permission to publish these details of Charlie's outstanding, legendary broadcasting career.

A Kearney native, Charlie Tuna began working at his hometown radio station, KGFW, at the age of 16. He went on to take a job at KLEO in Wichita, Kansas, for a year using the air name "Billy O'Day." He then worked for KOMA in Oklahoma City in 1966, where he took over the "Charlie Tuna" alias from Chuck Riley, who had used it for one show the week prior to Tuna's arrival. Charlie then moved on to WMEX in Boston for the first nine months of 1967.

In late 1967, KHJ in Los Angeles offered him the 9 to Noon slot, where he debuted on Thanksgiving day 1967. In February 1971, he had just commenced his morning show at 6am when the San Fernando earthquake occurred. In 1972 he became one of the original DJs at KROQ AM, a new Top 40 station (formerly Country KBBQ). In 1973 he moved to KKDJ as PD and morning personality. He presided over its 1975 call-letter change to KIIS-AM, and broadcast the first show at KIIS-FM as it began its AM-FM simulcast. He also worked at KTNQ, KHTZ (later KBZT), KRLA, KODJ (later KCBS-FM), KMPC, KIKF, and KLAC.

Tuna was part of the legendary KHJ Boss Jock lineup, starting at both KROQ and KIIS and serving as both PD and morning man for KIIS AM and FM. Tuna worked as a morning drive radio personality for more stations and formats than anyone in L.A. radio history: Top 40, AC, Hot AC, Oldies, Talk, Sports Talk and Country.

Charlie worked at KBIG (104.3), where he hosted "Charlie Tuna in the Morning" from 5:00 a.m. to 10:00 a.m. His last full-time morning show aired on September 17th, 2007, when the station flipped to a non-rhythmic-based AC format, as 104.3 (MY FM). He returned to radio in February of 2008, when he became the weekend personality on CBS L.A. oldies station KRTH (K-EARTH 101). In August of 2015, when CBS began downsizing their stations in L.A., Charlie moved on to expand his syndicated radio business with CharlieTunaSyndication.com. Kearney station KKPR carried Charlie's show until the time of his passing. Tuna was inducted into the NBA Hall of Fame in 1999, and was honored with a star on the Hollywood Walk of Fame in 1990.

He was heard around the world daily on the Armed Forces Radio Network for a 25-year, 6,000-show run from 1971 to 1996, as well as on numerous nationally syndicated radio shows, since the early '70s. He could also be heard across the U.S., Canada and internationally on his syndicated five-hour daily and weekend shows, plus a daily "Hollywood Minute" entertainment feature.

Tuna was the announcer for the television game show "Scrabble," which ran for seven years on NBC, and a dozen other TV shows ranging from "The Mike Douglas Show" and "Thicke of the Night," to "America’s Top 10 with Casey Kasem." He hosted "Cinema, Cinemà, Cinema" for 30 years, an internationally syndicated TV show featuring the top movies in the U.S. each week, with clips from the films. He also hosted the international TV show "Inside Hollywood" for three years.

Charlie appeared in two movies, "Rollercoaster" in 1977 and "Racquet" in 1979, as well as hundreds of TV and radio commercials. VH1 used Charlie's "Celebrity Interview Archives," he sported dozens of radio station voice-imaging clients, narrated the U.S. Air Force’s 50th Anniversary CD, and served as a musical network TV consultant.

Reach out to send your condolences at www.charlietuna.com. Memorial donations may be made to Children's Hospital Los Angeles, for which he raised more than $2.5 million over the years with his annual "TUNATHON."
Future Broadcasters Rack Up Impressive Awards

It’s always great to see our next generation of broadcasters – college students – earn accolades for their work. The NBA is pleased to recognize the honors recently earned by students from the University of Nebraska – Kearney and the University of Nebraska – Lincoln. Way to go!

UNK BROADCAST STUDENTS WIN NATIONAL SPORTS TALK SHOW AWARD

Two University of Nebraska at Kearney broadcasting students won a prestigious national award for their sports talk show. Andrew Hanson and Nick Stevenson won first place in the 2016 Intercollegiate Broadcasting Systems competition in the Best Sports Talk Program category. They were recognized for their show “A Work In Progress,” which airs Mondays from 3 to 5 p.m. on campus radio station KLPR 91.1 FM. Hanson is a junior sports management major from Kearney. Stevenson is a senior journalism major from Columbus. Hanson and Stevenson attended the IBS conference March 4-6 in New York City, where their work beat out the likes of students from Stanford, Missouri, Wake Forest and DePaul, among many others.

UNL STUDENTS PLACE 2ND & 3RD IN NATIONAL COMPETITION

The William Randolph Hearst Foundation announced the finalists selected in the 2015-2016 Journalism Awards Program’s radio news and features competition. The top five radio winners, selected from 50 entrants from 30 schools, win scholarship awards and qualify for the 2016 Hearst Journalism Awards Championship this June, along with television, writing, photojournalism and multimedia finalists. In the Radio Championship, Second Place and a $2,000 award went to UNL’s Tommy Rezac, while Third Place and a $1,500 award went to UNL’s Evan Hummel. The schools of all award-winning finalists receive matching

EAS Device Upgrades Required by July 30th

A new set of rules were adopted when the FCC released its EAS Sixth Report and Order in July of last year. Among other things, the report and order requires that you update your EAS equipment accordingly by July 30, 2016.

EAS equipment manufacturers have begun the process of updating devices, and have begun to release software and firmware updates that will enable their devices to comply with the new set of EAS rules.

Please read the following article for a good explanation of what stations need to do to comply:


If you haven’t already done so, you should contact your device manufacturer or equipment supplier to make sure you remain compliant.
Editor’s Note: From time to time, we’ll be publishing items from the NBA archives. This issue includes information taken from Modulators from 1966, 1981, 1991 and 2006 respectively.

50 Years ago - 1966

Our 1966 Board of Directors is preparing for the NBA State Convention, which will be held in Norfolk in September, according to Convention Chairman, Bob Thomas, WJAG, Norfolk.

NBA President, Roger Larson, KFOR, Lincoln, attended the Annual State President’s Conference, sponsored by the NAB in Washington and reported it was a very worthwhile meeting.

Wil Huett, Program Director of KCSR, Chadron, points out that a radio station and battery-powered transistors are an unbeatable combination in a blizzard as well as a blackout. During a three-day blizzard, KCSR’s staff worked a couple of hundred extra man hours getting out information to many rural people who were without power, telephone and other comforts, while 70 mile per hour winds howled outside and blew snow into 8 to 15 foot drifts.

Radio Station WJAG Norfolk, and its farm director, Mike Nelson and KFAB Omaha farm director John McLaughlin have won awards for farm-city programing nationally at the International Livestock Exposition in Chicago.

35 Years ago - 1981

In national news, a Performer’s royalty legislation that would make radio stations pay for broadcasting copyrighted music has been introduced in Congress. HR 1805 is identical to that which was successfully fought by broadcasters in the last Congress and many years in the past.

The NBA newsletter has been given a new name effective with the April 1, 1981 edition. It is now called “The Modulator”.

Convention Chairman, Harley Lampman has announced that the annual convention will be held in the Lincoln Hilton on September 11-13. The days of the week have been changed so more of your staff can be present.

KTNC, 1230 AM owned by Towle Interests has been sold to CR Communications for $270,000. Buyer is owned by Charles A. Radatz, Lawrence Lamont and Richard F. Morris. Radatz is Sales Manager at WKTS in Sheboygan, Wisconsin.

Mid-Plains Broadcasting has filed for 103.5 mhz, Class C FM. Joe DiNatale, is a 10% partner in the filing. Joe is a life member of the NBA, having been President, Director and member of the NBA for over 30 years. More recently, he’s been Convention/Promotion Chairman at Holiday Inn, North Platte. Others in the Corporation are Neil Nelkin, Seymour Nelkin, Charles Schwartz and Eugene Brase.

25 Years Ago - 1991

Jack McBride, General Manager of NET, has been honored in the issue of CURRENT magazine as one of “15 who made a difference, citing him for his vision and leadership in establishing the Nebraska Public Radio Network and the Agricultural Satellite Corporation.

President Larry Walklin presented the President’s Award (now Chairman’s award) to Doug Parrott, Director of Communications for Governor Orr for his work on freedom of information and the Drugs Are a Dead End campaign.

Don Felton, former GM of KLDZ, Lincoln, joins the sales staff of WOWT, Omaha. John Clark, WOWT News Director announced installation of computerized equipment making possible closed captioning for hearing-impaired on all local newscasts.

continued on next page
Appointments of Honor: Eric Brown, KRVN, Lexington, appointed to UNL’s Chancellor Search Committee. Larry Rice, KBRB, Ainsworth, appointed to the Governor’s Rural Development Committee.

10 Years Ago- 2006

Donna Baker has been named VP/Market Manager for Clear Channel Radio in Omaha. Her husband, Mitch, is the Operations Manager for the Omaha cluster.

Long time Three Eagles employee, Jim Keck, has been named General Manager at Three Eagles’ Cluster in Lincoln. Roger Dodson, President of Sales and Sales Training for Three Eagles group, is now devoting his time exclusively to Sales and Sales Training in Lincoln.

Salem Communications has completed their purchase of KHLP 1420 AM, Omaha, from Journal. The new call letters are 1420 KOTK, joining sister stations KGBI and KCRO.

KLIQ FM, Hastings, has been purchased by Platte River Radio, owners of KKPR/KXPN, Kearney. Additionally, KHAS 1230 AM, and KICS 1550 AM, Hastings, have also been sold to Platte River. Congrats to Craig Eckert, Owner/GM.

Central Radio, headed by Gene Koehn, has sold 94.7 FM, KNEN, Norfolk to NRG Radio. NRG and Waitt Radio had been operating the station under an LMA since 1999.

NBA Members Take “Localism” to New Heights in 2015

(Click the graphic below to open)

QUARTERLY LOCALISM DATA NO LONGER REQUESTED

The data on the above pages was compiled in response to a 5-question email survey we sent earlier this year. Your quick replies generated substantially more data than the quarterly online process, so we’ll continue with the annual 5-question email survey for future reports. Thank you for your quick and detailed replies – it allowed us to create our best Localism report yet!
Governor Ricketts Call

In Show

More than 25 NBA member stations across the state carry the NBA Governor’s Call-in show, which originates from the studios of KFOR in Lincoln. Here is the schedule for the first few months of 2016 (2:00p.m. Central, 1:00p.m. Mountain):

April 18, 2016
May 16, 2016
June 13, 2016

July 11, 2016
August 22, 2016

Remaining 2016 dates pending the Governor's travel schedule.

The NBA thanks all Governor's Call-In Show affiliates for carrying this program. Please remember pre-promote each month’s program date and time on the air, online and on your social media platforms!

Nebraska Emergency Alert System 2016

Required Monthly Test Schedule

All tests are scheduled for the 3rd Tuesday of each month

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>April 19</td>
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<tr>
<td>May 17</td>
<td>10:00 AM</td>
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<td>June 21</td>
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<tr>
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<tr>
<td>September 20</td>
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<td>October 18</td>
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<td>November 15</td>
<td>10:00 AM</td>
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<tr>
<td>December 20</td>
<td>11:00 PM</td>
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</table>

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)

2016 Nebraska Political Advertising Calendar

**Primary Election:** Tuesday, May 10, 2016.
Lowest Unit Charge window opened Saturday March 26, 2016.

**General Election:** Tuesday, November 8, 2016.
Lowest Unit Charge window opens Friday, September 9, 2016.

[www.ne-ba.org](http://www.ne-ba.org) | 402.933.5995

14
INAUGURAL NBA FOUNDATION GOLF TOURNAMENT!

Thursday, May 5th, 2016
Woodland Hills Golf Course
11:00 a.m. Shotgun Start

All proceeds go to the NBAF Scholarship Fund, helping Nebraska college & high school students pursue broadcasting careers.

- 4-person teams
- Best Ball Format
- $100.00 per player includes:
  - gift bag
  - lunch at the turn
  - Live auctions for stay and play golf packages.
  - Flag prizes for golf at top Nebraska courses

Woodland Hills Golf Course
www.woodlandhillsgolf.com
(just 10 miles east of Lincoln)
Eagle, NE

Treat your clients! Treat your employees!
Take a day off and have fun!

REGISTER NOW! www.ne-ba.org/golf

Can’t attend or don’t like to golf? Donate to the NBAF Scholarship Fund via PayPal or by check!
Contact jim@ne-ba.org
SPONSORSHIP OPPORTUNITIES

**Gift Bag sponsors**: provide 144, of one of the following items with your company logo, to NBA office by April 25, 2016:

- [ ] sleeve of 3 golf balls
- [ ] towel
- [ ] ball markers
- [ ] tees
- [ ] divot tool
- [ ] first aid kit

**Lunch/Hors d’oeuvres sponsors**: pay for the Woodland Hills box lunch at the turn or snacks in the clubhouse as we tally the final results – or both! Signage provided!

- [ ] $500.00 per event
- [ ] $1,000.00 for both events

**Hole/Flag Prize sponsors**: Show your support with your company logo on a 18” by 24” tee box sign. You provide logo and NBA produces sign; proceeds after sign cost go to NBAF scholarship fund!

- [ ] $150.00 per hole

Company name:________________________________________________________

Address:____________________________________________________________

Phone:________________________ Email:______________________________

Authorized signature:_______________________________________________

**THANK YOU FOR SUPPORTING OUR SCHOLARSHIP FUND!**

Make checks payable/send gift bag items to:

NBA Foundation, 11414 W. Center Rd., #342, Omaha, NE 68144

Questions? Contact Jim at 402-933-5995 or jim@ne-ba.org
Broadcasters Urged to Attend Automotive Advertising Compliance Seminars

Nebraska New Car & Truck Dealers Association

is sponsoring a seminar for all licensed dealers (new and used) …..

2016 Compliance Seminar

presented by William Jackson, Executive Director,
Nebraska Motor Vehicle Industry Licensing Board and
Betty Johnson, Administrator, Nebraska Department of Motor Vehicles

This compliance seminar is presented for licensed dealers, managers and other pertinent dealership personnel, as well as advertising agencies and advertising personnel from newspaper, radio, and television.

It is HIGHLY RECOMMENDED that ANYONE involved with any aspect of dealership ADVERTISING attend to avoid possible advertising mistakes that could result in fines!

***Bring your questions on Dealership Advertising***

Cost: $10 per person. Make check payable to “Nebraska New Car & Truck Dealers Association” and mail to: Nebraska New Car & Truck Dealers Association

P. O. Box 95023, Lincoln, NE 68509

Registration starts at 8:30 a.m. All seminars run 9:00 a.m. — Noon

QUESTIONS: call 402-475-1079

Mark “X” at selected date/location

<table>
<thead>
<tr>
<th>Date</th>
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<td>Thursday, May 12</td>
<td>Ramada Plaza Convention Center, 3321 South 72, Omaha</td>
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<tr>
<td>Friday, May 13</td>
<td>Country Inn &amp; Suites &amp; Conference Center, 5353 North 27, Lincoln</td>
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<tr>
<td>Tuesday, May 17</td>
<td>Gering Civic Center, 1050 M Street, Gering</td>
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<tr>
<td>Wednesday, May 18</td>
<td>Sandhills Convention Center/Quality Inn, I-80 &amp; So. Jeffers</td>
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<td></td>
<td>North Platte</td>
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<tr>
<td>Thursday, May 19</td>
<td>Quality Inn &amp; Conference Center, I-80 &amp; US Hwy 281, Grand Island</td>
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<tr>
<td>Friday, May 20</td>
<td>Divots Conference Center, 4200 W. Norfolk Avenue, Norfolk</td>
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TOTAL...............................$...

DEALERSHIP: __________________________________________
ADDRESS: ____________________________________________
PHONE: ___________________ E-MAIL: ___________________
Training Tip: Start Worrying About Your Customer’s Problems, Not Yours

Provided by Chris Lytle

The Best Sales Advice I ever got...

I am a 24-year old know-it-all salesperson.

On this particular Tuesday, I am meeting with Len Mattioli, the owner of American TV and Furniture. We are sitting at a dinette set in the furniture department. The meeting keeps getting interrupted by Len's employees. When they aren’t interrupting, Len loses focus on the meeting to make sure customers were getting waited on and sold properly.

When I get back from the meeting, I go into my sales manager’s office and say, “I hate calling on that *#@$”! Mattioli.”

“We don’t talk about our customers like that in this company, Chris.”

“But he wasted an hour of my time,” I shot back.

“That’s your problem. You’re fired. Go home and think about what Len’s problems are. If you come back tomorrow and you’ve figured that out, I’ll hire you back.”

I go home with a another problem, the potential loss of my job. But instead of worrying about being fired, I start thinking about Len’s problem. The next morning, I am at his store at 10:00 AM when it opened.

“Len, you’ve got a problem,” I say.

“What’s that?”

“You spend an hour or two with me to get a couple of sixty-second spots written. Then, you meet with all the other reps and do the same thing. You've got to be spending twelve hours getting copy done. Why don’t you let me handle all of your production? I'll even meet you after hours when you can focus on advertising alone. That way, you can get a week’s worth of advertising done in an hour. That gives you eleven hours back to work on all the other things you have to get done.”

“How much would you charge me?” he asked.

I thought for a minute and said, “Why don’t you pay me $1,000 a month in merchandise.”

“Deal,” he said.

Thanks, Len.

I got my sales job back and picked up a second job where I handled the advertising for one of the biggest accounts in the market.

It all happened when I took the best sales advice anyone has ever given me: “Quit worrying about your problems and start worrying about your customers’ problems.

Thanks, Phil.
Polish Your Digital Skills
Affordable training in Lincoln


What will be covered? Sessions include maximizing social media for audience engagement, making smart choices in digital storytelling, planning for breaking news in the digital age, writing for mobile and producing data-driven enterprise.

Who should attend? Journalists from print, digital and broadcast newsrooms of all sizes, as well as journalism educators and students.

When? 8:30 a.m. to 5 p.m., Saturday, April 9, 2016

Where? College of Journalism and Mass Communications (CoJMC), University of Nebraska-Lincoln

Why attend? Get training and meals for just $75. Diversity scholarships for journalists of color and discounted hotel rates are available.

Registration and more info: http://bit.ly/LincolnNewsTrain

Local sponsors: CoJMC at UNL, Nebraska Press Association, Nebraska Broadcasters Association
Your Tax-Deductible Gift Can Support Future Broadcasters

The NBA Foundation provides $27,000 in annual scholarships to broadcasting students at 8 Nebraska colleges and universities, paid for primarily by the generous donations of NBA Foundation “Chairman’s Club” members.

Donations of any amount are welcome from anyone interested in supporting the education of future broadcasters. If you’d like to support these students, please mail your contribution to:

NBA Foundation
11414 W. Center Rd., Suite 342
Omaha, NE 68144

“Chairman’s Club” donors pledge $1,000 while Platinum-level donors pledge $2,000, payable over as many as ten years. To learn more, please contact Jim Timm at jim@ne-ba.org or 402-933-5995.

The NBA is pleased to thank Jason and Charlie Effinger, Mike Flood and David Kelly for becoming Platinum-level Chairman’s Club donors in 2015.

Here’s a complete list of current Chairman’s Club donors:

**Platinum Level Donors ($2,000 or greater donation)**

<table>
<thead>
<tr>
<th>Dick Chapin</th>
<th>Jason and Charlie Effinger</th>
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<tbody>
<tr>
<td>Mike Flood</td>
<td>David Kelly</td>
</tr>
<tr>
<td>John and Mary Mitchell</td>
<td>Scott &amp; Gil Poese</td>
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<tr>
<td>Marty Riemenschneider</td>
<td>Barbara and Harold Soderlund</td>
</tr>
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</table>

**Chairman’s Club Donors ($1,000-$1,999 donation)**

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<tr>
<th>Patty and Paul Aaron</th>
<th>Dave Birnie</th>
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<tr>
<td>Charlie Brogan</td>
<td>Eric Brown</td>
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<tr>
<td>Ulysses Carlini, Sr.</td>
<td>Ulysses Carlini, Jr.</td>
</tr>
<tr>
<td>Dick Cavett</td>
<td>ConAgra Foundation, Inc.</td>
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<td>Craig Eckert</td>
<td>Ken Elkins</td>
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<td>Ken Fearnow</td>
<td>Julie Gade</td>
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<tr>
<td>George Haskell</td>
<td>Howard Kennedy</td>
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<td>Gene Koehn</td>
<td>Craig Larson</td>
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<tr>
<td>Ray Lockhart</td>
<td>Carolyn and Ed May, Jr.</td>
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<td>Lorena and Don Meier</td>
<td>Roger Moody</td>
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<td>Steve Morris</td>
<td>Phyllis Ned</td>
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<td>Will Norton, Jr.</td>
<td>Randy Oswald</td>
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<td>Dick Palmquist</td>
<td>Joy Patten</td>
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<td>Larry Rice</td>
<td>Tom Robson</td>
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<td>Chuck &amp; Judy Schwartz</td>
<td>Howard H. Shrier</td>
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<td>Rick Siebert</td>
<td>Robert E. Thomas</td>
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<td>Robert G. Thomas</td>
<td>Jim and Deb Timm</td>
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<tr>
<td>Dara Troutman</td>
<td>Karen and Larry Walklin</td>
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<tr>
<td>Nancy and John Webster</td>
<td>Webster Communications</td>
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**In Memoriam**

Nick Wiltjen