NBA Contingent Visits Washington, D.C. on Your Behalf

After a little over a year with a new President and a new FCC Chairman in charge, most broadcasters would agree that today’s regulatory climate is better than it has been for many years, if not ever. The NBA’s annual advocacy trip to Washington, DC echoed that feeling of good news for NBA members, along with a list of legislative concerns we’ll need to remain focused on.

The National Association of Broadcasters (NAB) held its annual State Leadership Conference from February 27 – 28. Among the hundreds of station owners, managers and state broadcast association executives participating were NBA Chairman David Kelly, Chairperson Elect Ariel Roblin, Secretary-Treasurer Mark Jensen, Past Chairperson Joy Patten, Legislative Liaison Craig Eckert and NBA President Executive Director Jim Timm.

These are the key issues we discussed with our federal delegates:

- Thank you for keeping Advertising Deductibility intact in the Tax Reform bill
- Spectrum Auction Repack funding and timeline
- Microsoft’s Spectrum grab
- Performance Tax on Radio stations
- Retransmission Consent negotiations

L to R: Joy Patten, Mark Jensen, David Kelly, Congressman Don Bacon, Ariel Roblin, Craig Eckert, Jim Timm

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WASHINGTON, D.C. VISIT—CONTINUED

After a day of issue explanation and preparation from the NAB’s Government Relations team on February 27, we began Wednesday, February 28 by attending the traditional “Nebraska Breakfast” in the Dirksen Senate Building cafeteria before departing for our meetings.

We headlined our issues with Senator Deb Fischer and her Legislative Aide Erica Andeweg, followed by a meeting with Senator Ben Sasse and his Legislative Counsel Ammon Simon. Our trip across the Hill took a bit of a detour due to the motorcades for President Trump and the body of Reverend Billy Graham arriving at the Capitol for the 10:30am service for Members of Congress. Our next stop was at the office of Congressman Jeff Fortenberry where we met with Legislative Director Alan Feyerherm while the Congressman attended the Graham service. From there we walked about 30 feet down the hall to meet with Congressman Don Bacon and his Legislative Assistant, Kyle Noyes. Our final stop was a meeting with Congressman Adrian Smith and his Legislative Assistant, Sarah Rusciano.

The timing of these meetings could not have been better, as that very week...Congress was discussing the inclusion of an extra $1 billion dollars for spectrum repacking as part of the pending Omnibus Appropriations bill (see the following article – we succeeded with our request!).

Microsoft’s attempt to gain free spectrum at the expense of broadcasters – cloaked as a solution to bring rural broadband to America – has gained awareness but thankfully far more questions than support to date. (This holds true on the state level, where the NBA remains active on this issue.)

We thanked the four of our five federal delegates who have joined our opposition to a Performance Tax on radio stations. The fight continues, and the record labels show no signs of backing down.

We also expressed our belief that Retransmission Consent negotiations should remain free of government intervention and regulation. This issue will garner more attention in 2019 when STELAR (Satellite Television Extension and Localism Act Renewal) comes up for discussion.

Those that attended this conference on the NBA’s behalf will tell you that while the days are long and the pace is fast, it is an invigorating experience. Our group knew these issues well and spoke very effectively in each of our meetings. The NBA Board of Directors remains committed to pursuing and protecting the best interests of our member stations.

Post open positions FREE on our NBA Careers Page. Contact Jim Timm at Jim@ne-ba.org
The Omnibus Appropriations Bill signed by President Trump on March 23rd represents a tremendous win for broadcasters. To recap, the bill:

- Appropriates $1 billion in additional repack funds over two fiscal years - $600 million in the current fiscal year (FY18), which runs through September 30, 2018; and $400 million in the upcoming fiscal year (FY19), which begins on October 1, 2018. These funds do not expire until 2023.

- Expands the categories of entities eligible for these funds. In addition to addressing the funding needs of full power broadcasters beyond the current $1.75 billion fund, the bill makes FM radio stations (including FM translators), low power TV stations, and TV translators eligible to recoup repack-related costs from these additional appropriations.

- Includes provisions from the SANDy Act, which designates both TV and radio broadcasters as “essential service providers” during times of emergency. This prevents a federal agency from impeding access to your facilities to enable repair or restoration of service during an emergency or major disaster. Please read the following overview from Scott Flick.

The NBA, along with several board and station members and the NAB, have been in frequent contact with Nebraska’s Senators and Congressmen over many months on this issue, and we are grateful for everyone’s efforts which undoubtedly played a role in this critical outcome.

BROADCASTER ACCESS TO DISASTER AREAS BECOMES THE LAW OF THE LAND

By Scott Flick, Partner at Pillsbury Winthrop Shaw Pittman LLP in Washington, DC.

The March 23rd enactment of the Consolidated Appropriations Act, 2018 (feel free to read it, it’s only 2232 pages) was welcomed by broadcasters. If you’ve been following the trade press, you’ll know that’s largely because it not only added a billion dollars to the FCC’s fund for reimbursing broadcasters displaced by the spectrum repack, but for the first time made FM, LPTV, and TV Translator stations eligible for repack reimbursement funds.

At a time when trust in government has hit historic lows, Chairman Walden of the House Energy and Commerce Committee and other congressional leaders stepped up, making sure the government lived up to its original promise that broadcasters retaining their spectrum in the Spectrum Incentive Auction would be “held harmless” in the post-auction repack. Of course, a spirited lobbying campaign by NAB and state broadcasters associations across the country didn’t hurt.

What few seem to have noticed, however, is while that short term influx of reimbursement dollars is certainly welcome for stations being involuntarily relocated in the repack, the Consolidated Appropriations Act had other language in it that will bring a longer-term benefit to broadcasters and the public they serve.

One of the lessons Hurricane Katrina and subsequent disasters brought home is that in the modern age, communications is every bit as vital to saving lives as disaster relief supplies and helicopters. A blaring warning siren may be fine for telling the public to dive into the nearest bomb shelter, but weather-related catastrophes require more precise communications, such as telling people where they need to go to avoid or ride out the disaster, as well as where those disaster relief supplies can be found.

Continued on next page
These lessons were originally hard won in Florida, where dedicated broadcasters stayed at their stations rather than protect their homes in a hurricane, only to find their transmissions halted when the station generator ran out of fuel and government officials prevented fuel trucks from entering the disaster area to resupply stations. Quick and cooperative action between government officials and the Florida Association of Broadcasters often cleared the way for specific resupply missions, but everyone realized this ad hoc approach was less than ideal.

For that reason, state broadcasters associations in numerous states pushed for, and in many cases obtained, state legislation granting broadcast station personnel "First Informer" status, allowing them access past police lines to keep information flowing to the public in a disaster area. The result was a significant improvement, particularly in disaster-prone states, but it still resulted in a patchwork approach, with some states issuing disaster credentials to broadcast personnel, other states taking a variety of approaches as to how broadcasters identify themselves to emergency personnel with swiftness and certainty, and still other states simply having no reliable disaster area access for broadcasters at all.

Which brings us back to the Consolidated Appropriations Act. Hidden in over 55,000 lines of text are just 20 lines that change the definition of "essential service provider" at a disaster site. Those twenty lines of text expand the definition of an essential service provider to include "wireline or mobile telephone service, Internet access service, radio or television broadcasting, cable service, or direct broadcast satellite service."

As essential service providers, these entities are now empowered to access disaster areas under the provisions of an existing law, which provides that:

Unless exceptional circumstances apply, in an emergency or major disaster, the head of a Federal agency, to the greatest extent practicable, shall not—

(1) deny or impede access to the disaster site to an essential service provider whose access is necessary to restore and repair an essential service; or

(2) impede the restoration or repair of the [essential] services . . . .

Note that the change only affects Federal officials, meaning that state laws providing broadcasters with First Informer status are still needed for areas that are not Federal disaster areas. However, creating a Federal First Informer status for broadcasters is likely to expedite the adoption of similar laws in states that do not yet have them, and will likely serve to help standardize those laws, as the Federal government implements nationwide standards for how broadcast personnel can quickly identify themselves to government officials in order to gain access to a disaster area.

So while you may not be reading much about it in the trades (after all, "one BILLION dollars in additional repack funds" will always draw the headline), after the repack is done and reimbursements made, granting First Informer status will be the more lasting impact of the Consolidated Appropriations Act for broadcasters and the public that depends on them for rapid and accurate information in a disaster.
With just a few days left in the 2018 Legislative Session at the time of this publication, it remains possible that Nebraska’s broadcasters might emerge from this session without any significant legislative losses or harms. Keep your fingers crossed!

Balancing the state’s budget and the search for common ground on the various property and income tax proposals are commanding most of the legislature’s time as this session winds down. Speaker Jim Scheer has made it clear that no time remains for items that don’t already have enough votes to pass.

That said, we remain vigilant in watching for any attempts to attach LB25 (“winner take all”) to another pending bill. And we had a recent victory in working through Media of Nebraska on LB822 with Senator Dan Hughes to amend language regarding transparency of certain business dealings as public records for Nebraska’s public power utilities.

It has been said the “Democracy Dies in the Dark.” Looking ahead, we must remain watchful of a consistent and concerning trend: a steady increase in attempts by public entities to seek privacy for certain records that state statutes clearly say must remain public. The NBA and Media of Nebraska will continue working on your behalf to fight for democracy, accountability and transparency.

**How You Can Help**

Inviting elected officials to appear on your stations’ news programming with some regularity is the best way to build relationships. They appreciate the chance to tell your audience what they’re working on and it creates a natural opportunity to let them know of your concerns – concerns that could impact your stations, employees and the people you serve.

To learn more about any of these issues, contact Jim Timm at jim@ne-ba.org or 402-933-5995.
A summary of the NBA Board of Directors winter 2018 meeting held in Lincoln on February 7.

Chairman David Kelly called the meeting to order at 8:41 a.m. Minutes of the quarterly board meeting of November 8, 2017 were approved. Secretary-Treasurer Mark Jensen presented the financial statements for October, November and December, 2017, which were approved.

**Hall of Fame:** After hearing presentations from eight people advocating for eight different nominees and the related board member discussion that followed, the board cited the large number of deserving nominees in consideration and approved a motion to induct three people in 2018. The ballots resulted in Mike Gann, Roger Moody and Dave Otradovsky being elected for induction.

**Legislative Update:** Kelly noted that the National Association of Broadcasters (NAB) has declared the Performance Tax, Auction Repack, White Spaces and Retransmission Consent as the issues to be discussed on our contingent’s lobbying trip in Washington DC at the end of the month. On state legislative issues, President Jim Timm gave updates on LB25 and other bills being monitored.

**NCSA/PEP:** Kelly stressed the importance of NCSA revenue for the fiscal well-being of the NBA. Timm then reported on the status of current, renewing and prospective partners.

**Member Services:** The board outlined preferred content for upcoming News webinars and approved a motion to offer a three-day introductory radio engineering workshop in June to assist members in developing a new generation of engineers.

**Convention:** Timm reported that the Pinnacle Awards timeline has been distributed and that Rock Our Awards is our new online entry website vendor. Kelly outlined the speakers’ lineup for the 2018 Annual Convention.

**Public Service:** Regarding the state’s new Endangered Missing Advisory (EMA) program, Timm recapped the process by which the EMA program was formed, the significant role the NBA played in the process, and the number of state legislators and government officials involved, noting its alignment with our ongoing goal of increased visibility within state government.

**History Project:** Timm reported on the progress being made by Neil Nelkin, Marty Riemenschneider and the Nebraska State Historical Society to record and preserve interviews and other items of note from NBA history.

**Future Talent:** Timm reported on the first-ever broadcast categories in this year’s NSAA Journalism Tournament and ongoing ChannelYou high school classroom visits, upcoming high school media conferences, the next high school advisers workshop, and the P1 Learning “Introduction to Broadcast Advertising Sales” programs at UNL and UNO.

**Nebraska Lieutenant Governor Mike Foley** joined our meeting and gave an overview of legislative priorities, budget challenges and the remaining timeline in this legislative session.

**Old Business:** Kelly provided a summary of the 2017 Strategy Session and asked for volunteers to work on the primary initiatives.

**New Business:** Regarding college scholarships provided by the NBA Foundation, a motion was approved to bring the entire application and awarding process “in house” beginning with the 2018-2019 academic year and a committee was formed to develop the criteria and timeline for a new process, to be presented to the full board for input and approval at our spring meeting.

Kelly thanked everyone for their excellent participation and communication and the meeting adjourned at 12:50p.m.
Chairman’s Column

David Kelly—KTCH/KCTY, Wayne

JUST A BAD DREAM ... OR A NIGHTMARE?

I don’t normally share my dreams - mostly because they never make sense. And usually they’re tied to something that happened the previous day. In this case it was after a conversation with Jim Timm, our President and Executive Director, about the importance of our Public Education Program (PEP) also known as our NCSA program.

In my dream, I opened my annual NBA dues envelope to find an invoice for $10,000.00. I awoke in a sweat with my heart racing. $10,000.00? Ridiculous. So ridiculous that I had no trouble getting back to sleep.

But as I started my day the next morning I still had that dream in my head...and I became curious. What would happen to The Nebraska Broadcasters Association if we no longer had our PEP revenue? I pulled up a copy of our annual budget and went to my calculator. Without trying to guess which station pays what dues, it was easier to divide the revenue loss by the number of commercial member SEU’s (62). On average, each SEU would face an annual dues increase of $5,387.00. Wow! A jaw dropping number to be sure...and certainly an amount that would cause me to reevaluate my participation in our great Association.

So instead of increasing dues, just cut back on what we do. But where to begin? We could reduce or eliminate our sales training programs. We could curtail our lobbying efforts. We could shelve our Alternative Inspection program. We could eliminate our scholarships. We could quit our participation in the National Alliance of State Broadcast Associations. Our current efforts toward career recruitment in the schools could be dropped. We could still hold our annual convention, but the attendance cost would triple (and attendance would certainly drop). And no more awards. Plus, the need to find a new part-time executive since we would be unable to hire someone of Jim Timm’s caliber at a substantially reduced cost. And the list goes on.

The obvious conclusion is that our PEP, that helps non-profit and government agencies with limited budgets air their messages on Nebraska radio and TV stations effectively and affordably, has a real value for us as broadcasters – it has kept our annual NBA dues unchanged since 1996. I assure you there’s no other item on my stations’ P&L with no price increase for 22 years.

Would one or more of our PEP participants buy radio or TV if there were no more NCSA’s? Maybe. And maybe not. We become less attractive to smaller budgets without the clout offered by NBA’s PEP. Some big stations with some big ratings might snag a small part of it. But there’s a higher likelihood that the budgets would go elsewhere.

The bottom line is that, for this point in time, our PEP partnerships represent a terrific value for both the agencies and our Association. Our pursuit of PEP revenue allows our Association to pursue initiatives that other state associations just dream about (speaking of dreams).
The Nebraska Broadcasters Association will welcome Mike Gann, Roger Moody and Dave Otradovsky (Dent) into the NBA Hall of Fame on August 14th in Lincoln, during the 84th Annual NBA Convention. These inductees will be the respective 100th, 101st and 102nd members of the NBA Hall of Fame, which was established in 1972.

**Gann** is the Assistant Chief Engineer at Omaha’s KMTV. After earning his Engineering degree from the University of Nebraska in 1974, Mike worked at KFAB for over four years before joining KMTV as a staff engineer in 1978. He has guided KMTV through a number of technological advancements to continually meet new industry standards and as a recognized expert in his field, Gann has been called upon countless times by colleagues, former coworkers and even competitors over the years due to his in-depth knowledge of RF engineering. Beyond his daily involvement with KMTV’s towers, control rooms, cameras, live trucks and video streams, Gann is highly respected as a mentor to engineers throughout the region. Engineers are the unsung heroes of the broadcasting business, and Gann personifies the best of his profession.

**Moody** is the General Manager of KLKN TV in Lincoln and a Vice President for Citadel Communications. A graduate of the College of Journalism and Mass Communications at the University of Nebraska, Roger’s 45-year Nebraska broadcasting career has encompassed radio and television, in news, sales and sales management. Moody worked at WOW radio in Omaha, then KPTM TV and later WOWT TV in Omaha before joining KLKN as General Sales Manager in 1997. He has led startup stations to growth in ratings and revenue while training and mentoring dozens of broadcasters in every station department. Several of his current employees have worked with him for many years and along with those that have moved on to other stations, a common thread is the respect he has earned for being a highly capable and compassionate leader.

**Otradovsky (Dent)** is the owner and General Manager of KVSH-AM in Valentine – the only station he has worked for in his 49-year radio career. Dent began his career at KVSH in 1969 as a fulltime DJ, spinning LP’s, 45’s and reel to reels. A short time later Dave moved into sales before becoming the station’s Program Director and in 1990, he formed Heart City Radio and purchased KVSH. Dent continues to operate KVSH with live, local DJ’s seven days a week providing live news, weather, area high school sports and emergency bulletins. His live and local operation supplies steady employment while launching the radio careers of dozens of people. Countless community organizations have benefitted from Dent’s generosity through fundraisers, drives, radiothons and the volunteering of his own time.
In the interest of developing some basic engineering skill sets, the NBA board of directors recently approved our first ever Radio Engineering Workshop, in Kearney on June 11, 12 and 13.

The presenter is Larry Wilkins, Director of the Alabama Broadcasters Association’s Engineering Academy. Wilkins is a fellow with the Society of Broadcast Engineers, holds a certification level of Professional Broadcast Engineer and serves on the National SBE Certification Committee. Wilkins has conducted similar workshops for other state broadcast associations to very strong reviews.

Wilkins says, “We have found there are often station personnel in other departments with technical skills and interests, that if developed, could assist with troubleshooting and repairs until their contract engineer can arrive to handle the more significant matters.”

This workshop will take a detailed look at audio and RF transmission, covering "everything audio" from the origination to the input of the RF transmission system....microphones, microphone placement, analog to digital, proper audio levels, analog and digital processing, digital audio workstations (DAW), live audio mixing, along with good engineering practices in design and installation of studio facilities.

We will also cover AM & FM transmission systems including analog and digital transmitters, HD radio, transmission lines and antennas, AM antenna systems, proper grounding at transmitter sites, plus the care & feeding of all the above. An overview of current FCC rules and regulations that as engineer you should be aware of and what to do when the FCC or alternative broadcast inspector comes knocking on your door will be included.

The cost will be just $100 per SEU, plus your own hotel, meal and travel costs.

NBA members will be notified when registration goes live on the NBA website, soon!

SEPTEMBER 1 DEADLINE FOR STATE EAS PLAN COMPLIANCE

The Nebraska State Emergency Communications Committee (SECC) has released the new 2018 State EAS Plan for all EAS participants. This plan is the outcome of a directive from the FCC.

You can find the new plan and a list of important FAQ’s here: www.ne-eas.org  The SECC will issue another edition of this plan in the near future that simply amplifies some of the subjects contained in this plan as well as correcting some misspellings and other very minor items that do not change the overall plan that was just released. We will advise you when that edition of the plan is released.

All FCC-licensed stations must be in compliance with this plan by September 1, 2018. Some stations may have to purchase a receiver or antenna to become compliant. In the FAQ’s, you will find recommendations for your consideration. NBA engineers have a tradition of helping one another so feel free to contact your colleagues at other stations to share ideas and suggestions.

Thank you for participating in the Emergency Alert System. Any related questions should be directed to Rod Zeigler, Chairman - Nebraska SECC, at: rzeigler@krvn.com
KETV’S ROSE ANN SHANNON RETIRES
After 45 years in local TV news, KETV (Omaha) news director Rose Ann Shannon retired on February 28. Shannon graduated from the University of Nebraska – Omaha and began as an intern at KMTV in 1973, holding multiple positions over 12 years there before joining KETV in 1986 as assignment manager. She was named assistant news director in 1991 and became news director in 1993. Under Shannon’s direction, KETV earned dozens of national, regional and state awards.

A recognized industry leader and respected competitor, Shannon served as a mentor to countless up and coming journalists. In addition to her work at KETV, she helped lead a relentless multi-year challenge to allow cameras in Nebraska courtrooms, resulting in more transparent and impactful coverage of criminal court cases in Omaha and across Nebraska. Shannon was and continues to be a strong proponent of the First Amendment and of Freedom of Information initiatives across the state. Shannon was inducted into the Omaha Press Club Hall of Fame in 2012, the University of Nebraska Omaha School of Journalism Hall of Fame in 2016, and the Nebraska Broadcasters Hall of Fame in 2016.

"From the very first minute I walked into that television newsroom as a reporter 45 years ago, I could never imagine myself doing anything else," Shannon said. "I think what we do is very important and I will never stop fighting for the public’s right to know." In a nod to Shannon’s integrity-first reporting standards, Nebraska Congressman Don Bacon recently recognized Shannon in a speech on the House floor as part of Women’s History Month. Rep. Bacon spoke to Shannon’s many industry accomplishments, noting she was the first female news director in Omaha.

VONN JONES NAMED KETV NEWS DIRECTOR
Vonn Jones was KETV’s Assistant News Director for 18 years under Shannon. A UNL graduate, his first KETV newsroom experience was as an intern. He held positions in Milwaukee before returning to KETV.
NBA MEMBERS ON THE MOVE—CONTINUED

RUBACK NAMED CEO OF FLOOD DIGITAL NETWORKS
Following a lengthy career with NRG Media, most recently as general manager of their Omaha cluster, Andy Ruback joined Mike Flood’s company as CEO in January.

NRG - OMAHA APPOINTS LUCHS AS GM
Following Ruback’s move, NRG Media named Kurt Luchs as general manager of their seven-station Omaha cluster.

NEW SPORTS MEDIA AND COMMUNICATION MAJOR AT UNL

As a national leader in collegiate athletics, the University of Nebraska-Lincoln attracts many students who have a strong interest in sports. The Sports Media and Communication major gives students a unique opportunity to fulfill their aspirations of creating a career in sports.

The newest major in the College of Journalism and Mass Communications offers students a strong foundation across all sports media disciplines: broadcasting, journalism, marketing, media relations, advertising, branding, digital media, social media; content creation and storytelling in every form possible.

The faculty have built strong relationships with sports media organizations across the state and across the nation, such as ESPN, Fox Sports, Big Ten Network, and Special Olympics. The faculty, with their many contacts, help students get work in media organizations around the country. Students have opportunities on campus to enhance their skills, including KRNU Radio, Husker Vision, the Daily Nebraskan, and Big Ten Student U. UNL alums are working in nearly every broadcast and journalism organization in Nebraska.

For more information about this new program, please contact John Shrader, Assistant Professor of Broadcasting, and Sports Media and Communication Coordinator, at 402-472-3161 or john.shrader@unl.edu.
Nebraska Broadcasting has a significant and rich history. Colorful characters. Industry firsts. Competition and cooperation amongst NBA members. And, a healthy spirit of volunteerism.

The time and talent volunteered by Neil Nelkin and Marty Riemenschneider over the past several months is resulting in a series of interviews with notable Nebraska Broadcasters, which will appear on a “NBA History” website to be launched late this year. Neil and Marty have worked together to arrange and conduct interviews with Lyle Nelson, Gil Poese, Rose Ann Shannon, Dale Johnson, Eric Brown and Lee Terry, Sr. Students at the UNO College of Communication, Fine Arts and Media are working with the raw footage to edit and produce completed interviews with these and other pending interviewees. Dr. Larry Walkin is providing audio, video and photos – along with nuggets from his photographic memory of Nebraska broadcasting – to support the growth of this project.

Riemenschneider had the foresight to store countless videos, DVD’s and photos over his 12+ years as NBA President and Executive Director. With spring (read: golf season) not quite yet upon us, Marty has been going through box after box in the NBA archives recently, to label and list the contents of each.

The NBA thanks Neil, Marty and Larry for their time. If you have any materials you think the NBA might want, please let us know at jim@ne-ba.org
iHeart Media-Omaha’s KXXT (The Kat FM) was named a finalist for medium market “Station of the Year” by the Academy of Country Music (ACM).

Alpha Media-Lincoln’s KFOR was honored as one of 50 finalists for the National Association of Broadcasters (NAB) annual Crystal Awards.

The National Sports Media Association announced that Greg Sharpe (Husker IMG Sports) and Kevin Sjuts (KOLN/KGIN TV) tied for the NMSA's Nebraska Sportscaster of the Year Award. Both will be honored during the NMSA's 58th annual awards.

Radio Ink Magazine has recognized on-air personality Isaiah Twitty of NRG-Omaha’s KOPW FM as one of radio’s Future African American Leaders.

NBA Welcomes New Associate Member

Black Hills Energy
PO Box 83008
Lincoln, NE 68501
402-858-3546
www.blackhillsenergy.com
Brandy Johnson, Regional Community Affairs Manager
Melissa Garcia, Community Affairs Manager
NBA BOARD MEMBER PROFILE: CHRIS WALZ

Get to know your NBA Board Members through this new quarterly profile. In this issue, we are pleased to feature Chris Walz, General Manager of KHUB/KFMT in Fremont.

My current role is best summed up as:
General Manager, Morning Show host on Mix 105.5, Sales, and a little bit of news.

First job in broadcasting:
I started at the Fremont stations as a copywriter. I’m pretty sure I only had one copywriting class in college. My professor said, “take anything at the beginning. Once they see your real talent, you will be asked to do more.” That is exactly what happened. Within a year, I became the Operations Manager.

Best career advice received:
Always be thinking ahead. What can you do to make the next event, or on air moment better. Don’t stop and wait for someone to tell you what to do. Just do it!

Why I love what I do:
It’s a one on one conversation with the listener. Once you realize that, it’s easier to write your commercial. It’s easier to sell! It’s easier to help small businesses succeed.

One thing I’d like to change about this business:
We need to think outside the box. You can use a combination of Radio and digital media to really help local business grow. Radio is the starting point. A concise, attention getting message on the radio will beat any other media. You may have to work a little harder to come up with the message, but it will be worth it for you and your local business person.

My family:
My wife Lynne and I have been married for 32 years this summer. We have 3 children. Adam, 28 and Patrick, 27, Emma 16. Adam and Patrick are married. We have 2 Grandchildren, and another on the way.

I enjoy serving on the NBA board because:
I like to know what is going on across the state with our radio stations. The NBA is a great way to stay involved, and keep all of us moving forward with legal issues, technology, and, growing business. The NBA is always working to make sure all of our media partners have the tools they need to succeed. Thanks to Jim Timm and the NBA, Nebraska is radio strong!
1968 - 50 Years Ago

Gary Fries, manager of KRGI, Grand Island, has been named manager of WMAY, Springfield, Illinois. Both are Stuart stations. New Manager at KRGI is Roger Bailey of Garden City, Kansas.

The end of 1967 marked the completion of a 10 month Nebraska Centennial Year project for broadcasting students at the University of Nebraska College of Journalism, providing material for radio and TV stations across the state. All the research, writing and producing of the series of daily programs was handled by broadcasting students under the direction of Assistant Professor Lee Coney, head of the broadcasting sequence. Ak-Sar-Ben awarded the School of Journalism a Special Citation, the first time this public service organization has ever honored a journalism school for a broadcasting program.

1978 - 40 Years Ago

Lynne Grasz has completed her term as president of the Broadcast Promotion Association. Formerly PR director for KOLN/KGIN TV, she is now with KMOX-TV, St. Louis. Leta Powell Drake, KOLN/KGIN, is one of 21 broadcasters who received a certificate of excellence for an entry in the annual Abe Lincoln Awards, sponsored by the Southern Baptist Radio and Television Commission.

WJAG-FM, Norfolk, was off the air nine days in November as a result of a rifle bullet which pierced the pressurized transmission line. The station lost more than $10,000 in repair costs and airtime, according to General Manager Bob Thomas.

Larry Campbell, formerly manager of KECK, Lincoln, is the new station manager of KOIL, Omaha. Gary Fries, ex-manager of KOIL has gone to 50kw KAAY, Little Rock, as manager.

The FCC has proposed Ch. 237A to Falls City. It would be the first FM in Falls City. It also proposed a second FM, Ch. 290 to Kearney.

The 1978 NBA Hall of Fame inductees were honored at the State Legislative Dinner in Lincoln in February. William Wiseman, retired manager of WOW, Omaha, and the late Georgia Crawford, KCNI, Broken Bow were inducted into the Hall. Dick Yantzie, GM of KNCI, accepted in Crawford’s behalf.

Nebraska Governor J.J. Exon (middle) congratulates R.L. “Dick” Yantzie and William O. “WOW” Wiseman

continued on next page
**1988 - 30 Years Ago**

Gleason Broadcasting has purchased **KAWL AM/FM**, York from Marsha and Robin Robinson. KAWL AM will soon begin broadcasting at night.

**Jim Kamerzell** has been named general manager of KELN/KOOQ, North Platte, replacing **Gary Shorman** who has been promoted to VP of radio operations for Beach/Schmidt Broadcasting. Shorman will head the radio division which includes radio stations in Kansas, Texas, Missouri and Nebraska. KELN/KOOQ is included in Shorman’s area.

**KEZO AM-FM**, Omaha has been sold by Albimar Communications to Narragansett Broadcasting for between $8-$8.5 million. M and K Communications seeks 93.3. FM, Bennington, NE. Principal is owned by **Matthew D. Markel** and **Paul Kriegler**.

Valley Buys KOIL: “Mighty 1290” Resurrected. Now under the ownership of Valley Broadcasting of Atlantic, Iowa, Omaha station KOIL is wooing its audience with “mainstream” oldies and jingles resurrected from its ‘60s promos. **Bob Dean**, president of Valley, says the station wants to “make it fun again”- more along the lines of what Omahans grew up with.

**1998 - 20 Years Ago**

A cybercast premiered in February at Creighton University as part of a new web radio station at the campus. Honored at the premiere were **Harold Soderlund**, NBA Hall of Famer, and **John Webster**, NBA past president and owner of KEFM, Omaha. Their combined contribution provided necessary equipment for the new web facility at [www.cuwebradio.Creighton.edu](http://www.cuwebradio.Creighton.edu).

NBA President **Tom Robson**, President-Elect **Marty Riemenschneider**, new LLC Chair **Ken Fearnaw**, and Executive Director **Dick Palmquist** are attending the NAB State Leadership Conference in Washington, DC and will pay visits to the Nebraska congressional delegation on Capitol Hill. Fearnaw is the new Legislative Liaison Committee Chair for Nebraska, replacing long-time LLC Chair **Ray Lockhart**.

**2008 - 10 Years Ago**

The Omaha Press Club has honored KFAB Nebraska radio legend, **Gary Sadlemyer** as the 115th “Face on the Barroom Floor”. Roasters included U.S. Senators **Chuck Hagel** and **Ben Nelson**, as well as two longtime OPC funny men, **Jim Fogarty** and **John Prescott**. University of Nebraska Athletic Director **Tom Osborne** sent a video message. Also on the menu to skewer Sadlemyer was his fellow KFAB Good Morning Show on-air personality, **Jim Rose**, who served as emcee.

**Kevin Kugler**, co-host of sports talk show, “Un-Sportsmanlike Conduct” on KOZN “The Zone” 1620 AM, Omaha, will serve as the radio play-by-play voice of the Final Four for the first time in his career. He is also the lead announcer for Westwood One’s regular season basketball package. He has also been the voice of the College Football Game of the Week and the College World Series for the NCAA Radio Network as well.
Influence, The Science of Persuasion is the book by Robert J. Cialdini and Steve Martin. You can watch the eleven-minute white board summary of the book on YouTube. One of the authors “secrets” of persuasion is that people tend to say “yes” to people they like.

They pose the question: What causes one person to like another. They list three important factors of liking:

1. We like people who are similar to us.
2. We like people who pay us compliments.
3. And we like people who cooperate with us toward mutual goals.

When I was a young radio advertising salesperson, I started reading the trade magazines of my top ten or 15 clients. That helped learn their jargon and speak the language they use in their businesses.

Retailers talk about inventory “turns.” Car dealers talk about “ups,” “lay downs” and “floor planning.”

I was reading a copy of Auto Laundry News while preparing for a meeting with my guy at Octopus Car Wash and came across the term “cheater wax.” That’s the wax that a car wash mixes with the rinse water even if you don’t buy the hot wax they offer on the menu. “Cheater wax” makes the water bead up. That means the blower works more efficiently and it saves the car wash money on power.

When I asked Jeff, the manager at Octopus whether he used cheater wax, he escorted me into his office and closed the door. “Never mention that in front of people in the lobby,” he said. “This is an industry secret. Look, we make a lot of our profit on the hot wax. It costs a nickel and we sell it for four dollars.

“What percentage of your customers purchase the hot wax?” I asked.

“About 30%.”

“What if we could get the percentage to 50% or higher?”

“It would really increase our profits,” said Jeff.

“Maybe we should be running a promotion on that,” I suggested

“Absolutely, we should.” And we did.

I liked Jeff enough to learn about his business and speak his language. By being interested in the car wash business and using the jargon of that industry during my meetings, I was able to get him to like me and say “yes” more of my ideas. Be more likeable and you’ll be more persuasive, too.

This article was written by NBA Sales Trainer Chris Lytle. NBA Members have FREE access to Chris’ training materials – just email jim@ne-ba.org to get connected.
BROADCASTING CATEGORIES DEBUT AT NSAA JOURNALISM TOURNAMENT

As high school students were deciding which categories to enter in the NSAA’s 2018 State Journalism Tournament, they had something never before seen to consider: Broadcasting Categories!

Thanks to the dialogue and constructive efforts of high school advisers, NSAA officials and the NBA, four broadcasting categories made their debut in this year’s statewide tournament: Broadcast Feature, Broadcast News, Broadcast Sports and PSA. A total of 126 entries were received in these categories, a terrific start for the inaugural year. Judging was underway at the time of this publication, so look for a report in June on each category’s winners.

Speaking of judges, the NBA and NSAA thank the following member stations for volunteering to judge this year’s entries: KETV, KHGI, KMTV, KNEP, KPTM/KXVO, NET, UNL and UNO.

John Coleman
Tom Johnson
Joe McCartney
Dick Orkin
Norma Jean Kelley Schnase
Governor Charles Thone
NEBRASKA EMERGENCY ALERT SYSTEM

All RMT’s are scheduled for the third Tuesday of each month by the Nebraska State Emergency Communications Committee (SECC).
ALL TIMES ARE CENTRAL-DAYLIGHT OR STANDARD, DEPENDING ON TIME OF YEAR.

2018 Required Monthly Test Schedule

<table>
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<tr>
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<td>November 20</td>
<td>10 AM</td>
<td>December 18</td>
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All Nebraska broadcasters and cable systems are encouraged to have a representative on the Nebraska EAS email list where you will receive updates on EAS tests and alerts. Go to www.NE-EAS.org to register.

This schedule is set by the Nebraska State Emergency Communications Committee (SECC) www.NE-EAS.org and is also available on the Nebraska EAS Yahoo Calendar: http://groups.yahoo.com/group/nebraskaeas/cal

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.

2018 Show Dates:

April 9       May 7       June 4

All shows air at 2pm Central/1pm Mountain time. Dates are subject to change depending on Governor’s schedule.

Governor Pete Ricketts
3rd Annual NBA Foundation Golf Tournament

Thursday May 3, 2018
Woodland Hills Golf Course
11:00a.m. Shotgun Start

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

- Individuals and teams welcome
- Best Ball format
- $100.00 per player includes lunch at the turn & flag prizes

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

Woodland Hills
Woodland Hills Golf Course
www.woodlandhillsgolf.com
Just 10 miles east of Lincoln
eagle, NE

For sponsorship & other information: jim@ne-ba.org or 402-933-5995

$100 per person or $400 per foursome singles encouraged – we’ll team you up!

REGISTER NOW:  https://form.jotform.com/70248130267148
Are you ready to hang some new hardware in your lobby? The entry window for the 2018 NBA Pinnacle Awards is nearly here!

Here are the dates you need to know:

**NOW through April 10:** Practice window. Go to [www.rockourawards.com](http://www.rockourawards.com)

**April 18 – May 7:** Entry window.

**August 15:** Pinnacle Awards Banquet at Embassy Suites – Lincoln.

**Wednesday, February 21, 2018:** All entries for "Best Newscast" and "Best Sportscast" must have aired on this date ONLY.

**April 1, 2017 – March 31, 2018:** The dates between which all 2018 entries must have first aired/appeared.


100% of all entry fees go to the NBA Foundation Scholarship Fund.

We look forward to another exciting competition...to find out who is creating the “best of the best” in Nebraska Broadcasting!

Sponsored by:

**Pinnacle Bank**

**Nebraska Public Power District**

*Always there when you need us*

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**Save the Date!**

2018 NBA Annual Convention
August 14 & 15
Embassy Suites—Lincoln
Online registration opens June 18th
Automotive Advertising Compliance Seminar
Nebraska New Car & Truck Dealers Association

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

2018 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>Tuesday, May 8</td>
<td>Gering Civic Center, 1050 M Street, Gering</td>
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<tr>
<td>Wednesday, May 9</td>
<td>Sandhills Convention Center/Quality Inn, I-80 &amp; So. Jeffers, North Platte</td>
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<td>Thursday, May 10</td>
<td>Quality Inn &amp; Conference Center, I-80 &amp; US Hwy 281, Grand Island</td>
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<td>Friday, May 11</td>
<td>Divots Conference Center, 4200 W. Norfolk Avenue, Norfolk</td>
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<td>Tuesday, May 15</td>
<td>Omaha Marriott, 10220 Regency Circle, Omaha</td>
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<tr>
<td>Wednesday, May 16</td>
<td>Country Inn &amp; Suites, 5353 N. 27th Street, Lincoln</td>
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$10.00

Name (type or print plainly)                     Title

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TOTAL...........................................$________________

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