On December 16, Judiciary and Commerce Committee leaders agreed on a STELAR package that is included in the year-end federal spending legislation that, at the time of this publication, has been approved by the House and Senate and is awaiting President Trump’s signature. This agreement permanently reauthorizes both the Judiciary and Commerce pieces of STELAR as modified, and ensures that this will be the last satellite bill.

On the Commerce side, the agreement includes permanent “good faith” and a provision that allows certain MVPDs to designate cable buying groups to negotiate retransmission consent on their behalf with larger broadcasters without violating the good faith requirement. On the Judiciary side, the agreement permanently establishes a narrowed distant signal license for RVs/truckers/short markets conditioned on the satellite provider offering local-into-local service in all 210 markets by May 31, 2020. There is no opportunity beyond May 31st for a satellite provider to obtain a waiver from this requirement. As such, this should encourage DirecTV to finally offer local stations in the remaining 12 neglected markets in America, which include North Platte and Scottsbluff.

The NBA thanks Senator Deb Fischer and Rep. Adrian Smith for their support in helping to shape this dramatic, needed change for TV stations across the nation.

In a related news release from the National Association of Broadcasters, NAB President and CEO Gordon Smith stated “NAB strongly supports key pro-consumer provisions in the appropriations bill released today that address the expiring STELAR bill. Under this legislation, AT&T-DirecTV will be encouraged to finally serve all satellite TV subscribers with their local TV stations. The bill also ends the five-year renewal cycle of satellite TV legislation that has incentivized pay TV companies to deny carriage of broadcast TV stations during retransmission consent negotiations.

"NAB, local TV stations and our network broadcast partners thank the bipartisan leadership of the Appropriations, Commerce and Judiciary Committees in the House and Senate for their efforts to bring access to local broadcast television to every American. We are grateful to the many Members of Congress who have voiced their concerns with STELAR and made permanent these legislative reforms."
Federal Legislative Update

The potential of a “Performance Tax” on Radio stations will remain at risk again next year. Senator Marsha Blackburn (R-Tenn.) introduced the Ask Musicians for Music Act (AM-FM) to “modernize existing copyright law for radio stations and musicians.” The AM-FM Act would “require all radio services to pay fair market value for the music they use, putting music owners and the creative community on the same level as other American workers.”

The “Local Radio Freedom Act” (LRFA) remains a powerful tool to show the record industry that Congress has enough members to oppose their proposed “Performance Tax” on radio station revenues.

As of this writing, the LRFA has 200 cosponsors in the House and 25 in the Senate. We thank Nebraska Congressmen Don Bacon, Jeff Fortenberry and Adrian Smith and Senator Deb Fischer for renewing their co-sponsorship of the “Local Radio Freedom Act.”

State Legislative Update

Looking ahead to 2020, achieving property tax relief remains a top priority for our legislators. We will keep a close watch on any attempts to repeal the tax exempt status of advertising and continue to monitor the potential return of the “Winner Take All” Electoral College bill, along with any other issues that would concern our membership.
$20,500 IN NBAF SCHOLARSHIPS AWARDED TO SIX COLLEGE STUDENTS

Christmas has come a little early for six Nebraska college students who have demonstrated significant interest in becoming future broadcasters. The following students have each been awarded a scholarship from the NBA Foundation:

**Austin Jacobsen**, a senior at UNK, earned a **$5,000 Marty Riemenschneider scholarship**. Austin is on pace to graduate in May, 2020 with a double major in Sports Communication and Exercise Science.

**Ana Marie Bellinghausen**, **Kelsey Bigelow** and **Matthew Kirkle** were each awarded a **$3,500 Dick Palmquist scholarship**. Bellinghausen is pursuing her degree in Journalism and Media Communications at UNO and plans to graduate in May of 2022. Bigelow will graduate in May of 2020 from Northeast Community College with a degree in Mass Media – Radio and Television Broadcasting. Kirkle will graduate from UNO in May of 2020 with a degree in Journalism and Media Communications.

**Jake Bartecki** and **Chance Oliver** each earned a **$2,500 NBA Foundation scholarship**. Bartecki is pursuing a major in Sports Media and Broadcasting at UNL and is on track to graduate in May of 2021. Oliver is pursuing Multidisciplinary Studies with a concentration in Media Communication at UNO and plans to graduate in December of 2020.

The NBA Foundation makes available up to $25,000 per academic calendar year for qualifying state college and university students in the NBAF’s College Scholarship Program. This year’s applications were carefully reviewed and judged by the NBA board’s Education Committee members: **Shannon Booth**, **Todd Murphy, Mark Onwiler, Chuck Schwartz** and **Angie Stenger**. The NBA Executive Committee then gave unanimous approval to their recommendations.
Even though 2019 should be an off-year for election coverage and political advertising, in today’s landscape there seems to be no off-minute, let alone off-year, for politics. The next year promises to be one of the most active and potentially volatile political seasons in our nation’s history.

Broadcasters have always tried to walk a tightrope of covering politics without appearing political. When facts themselves come under attack, how can a news department effectively cover elections without being accused of bias? And, with political advertising orders now having to be posted online for all to see and scrutinize, how do stations ensure that they not only comply with the posting requirements, but that they receive all the information required from those purchasing the political spots?

Thankfully, the Nebraska Broadcasters Association provides resources for those with any questions in the political spectrum. Whether it relates to equal-time provisions through on-air interviews or news coverage, or whether it deals with proper disclosures on issue advertising, the NBA has a wealth of information available to broadcasters, and also provides guidance through its legal hotline and contacts directly with the FCC.

Should your station receive a request to air advertising with political content that might be questionable, the NBA can provide direct guidance to assist the station. Scripts and spots may be emailed to President/Executive Director Jim Timm at jim@ne-ba.org. He can work with the NBA’s legal counsel to flag any potential issues and provide guidance to stations on how to proceed.

The vast majority of broadcasters, especially in Nebraska, take pride in providing fact-based political coverage in an unbiased manner. With all media political coverage under a microscope, it is more important than ever to make sure your station is doing things the right way. The NBA is here to help.

The FCC also has representatives available to answer your political questions. Don’t worry about red-flagging your station, both Bobby Baker and Gary Schonman with the FCC are extremely helpful. Baker can be reached by email at robert.baker@fcc.gov or by phone at 202-418-1417. Schonman is available by email at gary.schonman@fcc.gov or by calling 202-418-1795.

Stations are encouraged to make NBA President/Executive Director Jim Timm the first resource with political questions. If Jim doesn’t have the answer, he will find it or put the station in touch with the expert who can help.

With political season comes increased revenue potential from non-traditional sources. Helping stations avoid the landmines that sometimes come with politics is one of the top priorities for the Nebraska Broadcasters Association.

Graig Kinzie
A summary of the NBA Board of Directors fall meeting held in Grand Island on November 13, 2019.

Chairman Graig Kinzie called the meeting to order at 10:30 a.m. Minutes from the August 13, 2019 meeting were approved.

Financial: Vice Chairperson Ami Graham presented financial statements for July, August, September and fiscal year 2018-2019, which were approved, as was the 2019-2020 operating budget. An NCSA program update was provided.

Legislative/FOI: President/Executive Director Jim Timm reviewed the latest news on federal issues of concern, and potential state issues being monitored by the NBA and Media of Nebraska.

Member Services: Kinzie reviewed the results of the recent member survey on benefits and services offered.

Membership: Timm reported new radio members in KOWN-LP (Omaha) and the Nebraska Rural Radio Association’s pending purchase of the Legacy stations in Scottsbluff (KOLT, KMOR, KOZY and KHYY) and Holdrege (KUVR). A motion was approved to hold our 2020 membership dues at the current structure.

Convention: The 2019 annual convention was reviewed. Regarding 2020, a motion was approved to raise the registration fee by $50 per SEU; price the luncheon at $19 per person with the NBA subsidizing the difference; eliminate the $150 payment for “Gold” Pinnacle Awards, and add a sales award for radio and TV.

Hall of Fame: Timm noted the January 13, 2020 nomination deadline.

Public Service: Timm said the 2019 “Localism” survey will be emailed in January.

History Project: The NBA History website mockup was approved along with funding to scan the many years’ of issues of “The Modulator” for the website. Timm noted multiple Historical interviews have recently been completed at WOWT.

Future Talent: Timm reported on participation in recent high school media conferences and camps; new ChannelYou videos; college scholarship applications, and the P1 Learning “intro to ad sales” course at UNL, UNO and NCC.

New Business: Kinzie suggested that some regular association procedures should be documented, resulting in the adoption of board policies outlining the approval process for unbudgeted expense items and the considerations involved in creating a proposed annual slate of officers and directors. Timm outlined a pending NASBA “states’ rights” initiative that could allow banks and broadcasters do to business with cannabis enterprises deemed legal by state law without risking our members’ respective federal licenses. A motion was approved to support the initiative.

Kinzie thanked everyone for their participation. Meeting adjourned at 2:41 p.m.

Post open positions FREE on our NBA Careers Page.
Contact Jim Timm at Jim@ne-ba.org
Getting Into the Weeds on CBD Advertising: January 29 Webinar

Fletcher, Heald & Hildreth

The good people at Fletcher, Heald & Hildreth have been kind enough to put together a free webinar on CBD advertising:

Getting into the Weeds on CBD Advertising
In 2018, Congress enacted a new Farm Bill which decriminalized certain hemp products. As directed by that Bill, the US Department of Agriculture in 2019 published interim rules on the “Establishment of Domestic Hemp Projects” adopting a national regulatory framework for hemp production and inviting the states to create their own hemp and hemp-derived CBD laws. This laid the groundwork for a multi-million dollar industry for the legal production, sale, and advertising of CBD-based products. With so much growth (…get it?) broadcasters are clamoring to know if they can accept advertising for CBD-based products.

To answer these questions, Fletcher, Heald, & Hildreth’s Frank Montero, Dan Kirkpatrick, and Seth Williams will present a webinar to unpack the new rules, the do’s and don’ts and to guide broadcasters through the weeds (ahem…). Tune in on Wednesday, January 29, at 3:00 PM Eastern Time.

EEO Scholarship Promos Should Begin January 1, 2020

Promotion of the 2020 cycle of our EEO Scholarship Program by participating stations should begin on January 1. Complete details were recently emailed to each participating SEU. If you have questions, please contact Jim Timm at jim@ne-ba.org

83% of our member SEU’s committed to the 2019 & 2020 cycle of this program, generating a total of $8,000 in scholarship funding. This results in two, $2,000 EEO Scholarships available for qualifying college students to apply for again in 2020. Winners will be selected by participating member stations.

THANK YOU for such terrific support of this program!
NBA HALL OF FAME NOMINATIONS DUE BY JANUARY 13, 2020

You still have time to nominate someone who you feel deserves to be inducted into the NBA Hall of Fame. The nomination criteria and form can be found here: http://www.ne-ba.org/hof/

If you wish to call attention to someone who has already been nominated, contact Jim Timm at jim@ne-ba.org The NBA Board of Directors will meet in February to review the nominees and vote on the person or people to be inducted in 2020. Our Annual Hall of Fame Banquet is set for Tuesday August 11 at the Embassy Suites in Lincoln.

2020 PINNACLE AWARDS RECORDING DATES SET FOR BEST NEWS & BEST SPORTS

The recording week for the NBA Pinnacle Awards “Best Newscast” and “Best Sportscast” categories has been set for Monday, February 17, 2020 through Friday, February 21, 2020.

In the week that follows, the NBA will notify member stations which one of those five days’ newscasts and sportscasts must be used when submitting entries in these categories.

Complete 2020 Pinnacle Awards categories and rules are forthcoming.
NEBRASKA BROADCASTERS HONORED AS A “GOVERNOR’S FLOOD HERO”

Nebraska Governor Pete Ricketts and First Lady Susanne Shore have honored the NBA as a “Governor’s Flood Hero.”

NBA President/Executive Director Jim Timm said, “This honor belongs to our member stations and their dedicated employees who provided outstanding news coverage and community support during and after the natural disasters that impacted our state earlier this year.”

December 17, 2019

Nebraska Broadcasters Association Executive Director Jim Timm
11414 West Center Road
Ste. 342
Omaha, NE 68144

Dear Nebraska Broadcasters Association:

Congratulations on being honored as a Governor’s Flood Hero! Please accept the enclosed certificate as a token of our appreciation.

As Susanne and I traveled the state in the aftermath of the most widespread natural disaster in our history, we heard heartwarming stories of ordinary Nebraskans doing extraordinary work. Nebraskans showed their strength, grit, and compassion in countless ways. They rescued stranded neighbors and animals, sandbagged wells, established shelters, donated hay and supplies, delivered hot meals, and raised funds for those who lost everything.

On behalf of a grateful state, thank you for answering the call and stepping up to help those in need. While the road to recovery is long and arduous, Nebraskans are resilient. We always rise to a challenge.

Thank you, Nebraska Broadcasters Association, for being a part of what makes Nebraska the best place in the world to live, work, and raise a family.

Warmest Regards,

Pete Ricketts
Governor

GOVERNOR’S FLOOD HERO

This recognition is presented to:

Nebraska Broadcasters Association

with profound appreciation for your generosity and selfless service following the most widespread natural disaster in state history. We are proud to recognize your work to assist Nebraskans in need and extend our deepest thanks on behalf of a grateful state.

December 17, 2019

Pete Ricketts
Governor of Nebraska

Susanne Shore
First Lady of Nebraska
# Multiple Webinars Scheduled for NBA Members in 2020

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Speaker</th>
<th>Topic</th>
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<tbody>
<tr>
<td>January 16, 2020</td>
<td>1pm-2pm ET</td>
<td>Pat McGee &amp; Trevor Heaton</td>
<td>“2020 Election Cycle FAQ”</td>
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<td>Katz Media</td>
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<td>January 16, 2020</td>
<td>3pm-4pm</td>
<td>Emily Lawler</td>
<td>“2020 Election: Making Local Reporting Resonate”</td>
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<td>MLive</td>
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<td>February 20, 2020</td>
<td>1pm-2pm ET</td>
<td>Kevin Benz</td>
<td>“Re-Building Trust”</td>
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<td>i-Media Strategies</td>
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<td>April 16, 2020</td>
<td>1pm-2:30pm ET</td>
<td>David Oxenford</td>
<td>“Political Refresher”</td>
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<td>Wilkinson, Barker, Knauer</td>
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<td>May 21, 2020</td>
<td>1pm-2pm ET</td>
<td>Emmie Musser</td>
<td>“Working with agencies more effectively”</td>
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<td>GUD Marketing</td>
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<tr>
<td>May 21, 2020</td>
<td>3pm-4pm ET</td>
<td>Jeff Butler</td>
<td>“21st Century Leadership—How to cultivate leadership in today’s workplace”</td>
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<td>Generation Workplace Expert</td>
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<td>June 18, 2020</td>
<td>1pm-2pm ET</td>
<td>Jack Zavoral</td>
<td>“Trends in local sales of OTT advertising”</td>
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<td>Local Media Association</td>
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<tr>
<td>July 16, 2020</td>
<td>1pm-2pm ET</td>
<td>David Oxenford</td>
<td>“Digital and Social Media Issues”</td>
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<td>July 16, 2020</td>
<td>3pm-4pm ET</td>
<td>Derron Steenbergen</td>
<td>&quot;It’s not just selling more digital…it’s understanding how to sell against it&quot;</td>
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<td>Swagger Institute</td>
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<td>August 20, 2020</td>
<td>1pm-2pm ET</td>
<td>Michigan Production Alliance</td>
<td>“What it takes to walk on to a film set strong”</td>
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<td>September 17, 2020</td>
<td>1pm-2pm ET</td>
<td>Kipper McGee</td>
<td>“How to Give Your National Superstars Home Court Advantage”</td>
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<td>Chief Brandwidth Strategist</td>
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<td>October 15, 2020</td>
<td>11am-12pm ET</td>
<td>Joe Little</td>
<td>“Writing and Speaking for Broadcast”</td>
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<td>KNSD-TV San Diego</td>
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<tr>
<td>November 19, 2020</td>
<td>1pm-2pm ET</td>
<td>David Oxenford</td>
<td>So… what does the election mean?</td>
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*Note: Times are in Eastern Standard Time (ET)*
In the Matter of Review of EEO Compliance and Enforcement in Broadcast and Multichannel Video Programming Industries, MB Docket No. 19-177. On November 4, the Nebraska Broadcasters Association, in combination with the state broadcasters associations of all 50 states, the District of Columbia, and Puerto Rico, filed extensive Reply Comments in this proceeding noting the questions raised by federal appellate courts as to the constitutionality of the FCC’s EEO Rule, and the corresponding need for the Commission to more narrowly tailor the rule to meet constitutional requirements and thereby lessen the burden on broadcasters.

Additionally, the Reply Comments advocated eliminating the FCC’s program of random annual EEO audits of broadcasters, as such audits are costly, burdensome, and have proven unproductive for both the FCC and broadcasters, as they have merely confirmed what is already known—that broadcasters have an excellent record of compliance with the EEO Rule despite the extensive paperwork burdens that entails. The Reply Comments also opposed numerous proposals submitted in the proceeding that would have only served to make the EEO Rule more burdensome without any countervailing need or benefit.

For a copy of the 32-page filing, email jim@ne-ba.org.

The NBA Foundation is pleased to continue our scholarship program for high school seniors planning to pursue a broadcasting-related degree and career path. Up to four, $1,000 scholarships are available to seniors on track to graduate in the spring of 2020.

Get all of the details and the online application here.
https://www.ne-ba.org/nbaf_hs_scholarship.php

Hurry – the application deadline for current seniors is January 31, 2020.
Media of Nebraska’s “Think First” campaign has been extended to air through July 31, 2020. This extension expands the NBA’s efforts to increase the general public’s understanding of our First Amendment.

As of this writing, 35 different state broadcast associations and state press associations have asked their respective members to support the campaign on the air, online, in print and on social media. This was made possible when the respective boards of the NBA and Nebraska Press Association approved for their respective foundations to fund new creative that would be licensed for national use. As members of Media of Nebraska, our coalition for access to open meetings and public records in cooperation with the state’s newspapers, our board felt this was a tremendous step in community service while showing support to our member journalists.

The NBA thanks the many member stations who are supporting this campaign!

A combination of high winds and ice from an early winter Panhandle storm led to the collapse of the tower for Eagle Communications’ KQSK (97.5 FM), near Chadron.

The top five sections of the 500-foot tower fell around 1:30 p.m. on Saturday, November 30, causing a loss of signal for KQSK-FM, as well as several agencies and organizations that lease space on the tower for broadcast equipment.

“We are working through this process as quickly as possible, and we will be rebuilding a newer, better 500-foot radio tower at the current site just south of Chadron,” said General Manager Olívia Hasenauer. “In the interim, we do have a temporary antenna and transmitter for KQSK and are excited to have the 97.5FM signal back on the airwaves.”

The tower, approximately 15 miles southwest of Chadron, was constructed between Sept. 9, 1979, and July 9, 1980.
**Get to Know Your NBA Board Members**

This feature introduces you to a NBA Board Member each quarter. In this issue, get to know Larry Forsgren, Vice President/General Manager of KMTV in Omaha.

My current role is best summed up as: Blessed, because I get to lead a team of smart, innovative people building the next generation newsroom. Our team continues to find new ways to maximize new technology and emerging media to create great journalism.

First job in broadcasting: Account Executive at WOI-TV Des Moines, Iowa owned by Iowa State University.

Best career advice I've ever received: Take care of all of your people. This includes your staff and your customers.

Why I love what I do: Every day brings something new. Being a person that loves to learn I enjoy keeping with up with the technological changes in our business.

One thing I'd like to change about this business: Some advertising agencies have devalued our product for years and we have allowed it. We need to value what we offer, not just our individual stations but what all broadcasters offer. We all have great value and deliver results.

Why young people should get into broadcasting: The diversity of career opportunities is unlike other industries. Whatever your interest broadcasting has a career path for you. Broadcasters are early adaptors of emerging technologies; this is a business that will be relevant for many more decades.

My family: Married to Peggy, we have two sons. Our oldest lives in Omaha, is married and has a four-year-old daughter, our only grandchild. He is an officer with the Omaha Police Department. The younger son is single and lives in Phoenix. He teaches High School History and Econ in an ESL school.

I enjoy serving on the NBA board because: I enjoy the opportunity to work with broadcasters across the state to help the industry prosper. Keeping up on the issues that affect TV and Radio is something I enjoy.
NBA WELCOMES NEW MEMBER STATIONS

Thank you for joining the NBA!

Flood Communications announced an agreement to purchase **KSID AM/FM** (Sidney) from long-time owner Dead-Short Broadcasting.

Farther west in the Panhandle, the Nebraska Rural Radio Association (NRRA) announced an agreement to purchase **KHYY FM, KMOR FM, KOAQ AM, KOLT AM & KOZY FM** (Scottsbluff) from Legacy Communications. Wanting to keep the legendary call letters of KOLT, the NRRA moved those to AM 690 and has plans to return the license for KOAQ (1320 AM) to the FCC.

As part of Legacy’s exit from Scottsbluff, **KETT FM** is being sold to Spirit Catholic Radio.

**KUVR AM** (Holdrege) is also being acquired by the Nebraska Rural Radio Association from Legacy.

Each of the above transactions was pending FCC approval at the time of this publication.
1964 - 55 Years Ago

In January, the University of Nebraska School of Journalism will begin a new program where its students will run KHUB, Fremont, for a day. There are now 51 students enrolled in the radio-television program at the University.

The new manager at KWRV, McCook is Fred Choate...and Larry Russell is the new manager at KVSH, Valentine.

1974 - 45 Years Ago

The trend towards separate call letters for FM stations continues. In Omaha: KOIL-FM to KEFM, WOW-FM to KEZO, KFAB-FM to KGOR and KRCB-FM to KQKQ (Council Bluffs).

Thanks to Lynn Grasz of the NBA Public Relations Committee for the listing of all Nebraska stations in the 1975 official State of Nebraska highway maps.

With the acquisition of KWTO AM-FM, Springfield, MO, the Lincoln-based Stuart broadcasting group now has a total of thirteen stations, per Dick Chapin, President. New executive assignments send Harry Kaplan, formerly manager of KRGI, Grand Island, to Springfield, MO. Kaplan will be succeeded at Grand Island by Roger Dodson, a nine-year veteran of the Stuart organization.

1984 - 35 Years Ago

Mike Oatman, moderator of the “Collections” panel at the NBA convention, said he asks cash in advance from promoters, preachers, politicians, bars, race tracks and gangsters. Ken Fearnow of WOW, Omaha, added discount furniture stores.

Pictures from the 1984 convention:

continued on next page
1994 - 25 Years Ago

Phyllis Ned has been named vice president and general manager of KETV in Omaha. Chuck Jewell has been named general manager of KFAB/KGOR, Omaha.

The resignation of Diny Landen, KKCD, Omaha, from the NBA board of directors was accepted with regret. (KKCD has been sold to WTMJ, Inc.) Marty Riemenschneider, KKAR/KOIL/KQKQ has been appointed to fill Diny’s board term.

NBA President John Webster, KEFM, Omaha has proposed the formation of a Nebraska Broadcast Pioneers organization that would be invited to attend convention and participate in activities as the board desires.

2004 - 15 Years Ago

Waitt Radio Omaha and New Radio Group, Cedar Rapids, Iowa, will merge to form a new radio group with Waitt Media and Alta communications as primary shareholder. The merger will form a new entity consisting of 89 radio stations and the Waitt Radio Network. Mary Quass will be the President and CEO of the new company.

Johnny Andrews, retired as GM of Pinnacle Sports Network, but not for long. He is now the GM of Eternal Broadcasting’s, KCRO, Omaha.

Jerry Hinrikus, GM at Three Eagles Communications-Lincoln, has exited. The duties there will be shared by senior staff management including Three Eagles Communications President of Sales, Roger Dodson. General Sales Manager Joy Patten has been named Station Manager at KFOR.

Craig Larson, Chairman of the Board of the NBA, has been named General Manager of Rural Nebraska Radio’s KTIC/KWPN in West Point. He replaces veteran broadcaster Charlie Brogan, who has taken a new position with Triad Broadcastings, KLIN, Lincoln and KWBE, Beatrice. In what must be a first for Nebraska Broadcasting, two former NBA Chairmen have teamed up on KLIN. Former Chairman Dwight Lane (2003) Program Director and Morning Show host on KLIN, has been joined by Brogan (1996).

2014 - 5 Years Ago

On Monday, December 15, 2014, Governor Dave Heineman appeared on his last Governor’s Call In Show. The program marked the 119th consecutive program with the Governor, the longest on record since the inception of the program during its 24 year history.

KXKT “The Kat FM”, Omaha, has been honored by the Country Music Association as “Station of the Year” for medium market station, during the 48th annual CMA Awards on November 5th.

Fire Strikes KBRB AM/FM, Ainsworth. A fire broke out on at the Royal Theater in Ainsworth and smoke damage occurred next door at KBRB. All of the station’s operating equipment will have to be replaced, although the station remained on the air. The KBRB staff was live in the studio the next morning, even with smoke still lingering in the station. Sandhills Broadcasting owner Graig Kinzie said the station will relocate to a new facility on South Main Street in Ainsworth.
Future Talent: NBA, Member Stations Encourage Future Broadcasters

Northeast Nebraska Career Day at Wayne State College
Over 1,100 students from more than 35 high schools in northeast Nebraska attended this event on October 15th. The NBA’s Jim Timm led two breakout sessions, speaking to students interested in journalism, media and broadcasting about careers in our industry.

800 Students Descend on UNL for NHSPA Fall Conference
This annual Nebraska High School Press Association event gets bigger and better every year, and the NBA is proud to be a cosponsor. Broadcasting breakout sessions included “Social Media’s Impact on TV Newsrooms” with Rod Fowler of KLKN TV, “So You Want to be a Sportscaster” with Husker Sports broadcasting legend & NBA Hall of Famer Kent Pavelka, and “Broadcasting Career Talk” with Jim Timm. Several schools also took advantage of station tours for their students at NBA member stations KOLN/KGIN and NET.

Rod Fowler
Kent Pavelka
Jim Timm
Future Talent—Continued

Introduction to Broadcast Advertising Sales
Recognizing the never-ending need for AE candidates at member stations, the NBA continues our partnership with P1 Learning to deliver a two-week introductory course that spotlights the tremendous benefits of sales careers to media-interested college students. The NBA thanks Brian Anderson at Northeast Community College, Rick Alloway at the University of Nebraska—Lincoln and Jodeane Brownlee at the University of Nebraska—Omaha for working this course into an existing class schedule.

Near the end of each group’s course, the students participate in a roundtable discussion with personnel from member stations, P1 Learning and the NBA’s Jim Timm. The NBA thanks Sally Lewis of WJAG/KEXL/KQKX in Norfolk, Scott Vowinkle of NRG Media – Omaha and Ami Graham of NRG Media – Lincoln for visiting the classrooms during the just-completed fall semester.

Mock Trial Student Reporter Contest
Damon Bennett, a junior at Grand Island Northwest High School, won the second annual Student News Reporter Contest at the Judge Lyle Strom High School Mock Trial State Championship held on December 9th in Lincoln. The contest is an educational component of Nebraska’s High School Mock Trial Program and was developed by the Nebraska State Bar Foundation’s Bench Media Committee in cooperation with the NBA. Assisting with the contest this year were Nebraska Supreme Court Public Information Officer Janet Bancroft and Nebraska State Bar Foundation Executive Director Doris Huffman. The NBA thanks members Bill Kelly of NET, Brett Baker of KOLN/KGIN, Jacque Harms of KNOP and Dave Schroeder of KRVN for their varying roles in supporting the contest.
Career Day for Sargent & Loup County High Schools

Students from these two high schools participated in a Career Day on December 18. KRVN’s Adam Smith spoke about broadcasting careers, the First Amendment and provided NBA “ChannelYou” swag as part of his encouragement to consider careers in radio or television.

In Remembrance...

Dean Barnett
NBA MEMBERS IN THE SPOTLIGHT

KTCH/KCTY (Wayne) owner/operator David Kelly visited the NBA office to accept his retiring director’s plaque, for his service on the NBA board from 2014-2019.

Jim Murphy, retired CEO of Omaha’s Universal Information Services, and his son Todd, Universal owner/CEO (and NBA Board Associate Director) were honored as the Omaha Press Club’s 163rd “Face on the Barroom Floor.”

Radio veteran Double J was named Content Director for KFRX, at Alpha Media’s Lincoln cluster.

Long-time programmer Jay Michaels was named Program Director for NRG Media’s Omaha FM stations, KQKQ and KOPW.
Yes Jen, I Love Media Sales

Jennifer Lane heads up our marketing team at P1 Learning. She recently sent me an email regarding “the perfect topic” for our final message of the year. I was expecting to spend my 500 words pontificating on the challenges that lay ahead for our industry. With a title like... “Media’s mission to remain relevant in the new decade.” You know... the usual.

So, I read on only to discover that my topic was titled, “Why I Love Media Sales”.

I’ve got to admit; I didn’t see that one coming. I mean sure, I respect my profession. I admire those individuals that have excelled in the industry. I am thankful for the living that it has provided for my family and me. But love? I don’t know... that’s a word typically confined to the interior of Hallmark Card.

It occurred to me that even after all of these years together, the word “sales” and I had never come to terms with accepting one another.

Like most relationships, I didn’t set out to find a career in sales. Few of us do. It’s more like sales found me. Early in my career, I used to avoid the word. I was embarrassed, preferring the more socially acceptable; account manager, marketing representative, account executive, or A.E. for short. Over time, I became more comfortable with my occupation, and on occasion, would refer to myself as a salesperson, later sales manager. Not so much a love affair, more a quiet acceptance.

To be fair to my industry, I decided to take into account the various aspects that I do love. In no particular order, here are my findings:

- I love recognizing the customer’s needs. Their dreams, their hopes and aspirations, and what is keeping from achieving those dreams.
- I love crafting an actionable solution to get them on track for success.
- I love communicating that solution. The look on the face of a client that understands your concept and shares your enthusiasm (this part always makes me smile).
- I love implementing the plan, seeing all of these moving parts come together in one synchronized marketing campaign.
- I love developing partnerships, friendships with my customers. They trust me; I trust them.

To summarize, I love the freedom that only media sales can provide. When we work with a client, we are the marketing manager, research department, creative director, copywriter, and customer service specialist all wrapped up in one profession.

So, here I am, in the fourth decade of practicing my craft, and it’s time that I face facts. Yes Jen, I love media sales! Thanks for bringing it to my attention.

Happy Holidays and here’s to a healthy, happy, and prosperous New Year!

Regards,

Speed Marriott  |  Owner & CEO

Looking for sales tips? As a Member of the NBA, you have free (yes, free!) access to P1 Learning’s online broadcast training library. Log in to your account here to watch over 1,500 courses. Not signed up? Register for free here.
NEBRASKA EMERGENCY ALERT SYSTEM

2020 EAS Required Monthly Test (RMT) Schedule (C=Central Time, M=Mountain Time)

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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.

2020 Governor Ricketts Call-In Show Dates:

- **January 6, 2020**
- **February 10, 2020**
- **March 9, 2020**

(Future dates pending)

All shows air at 2pm C / 1pm M

SYNC WITH THE NBA CALENDAR

Events, Meetings & Deadlines

- Iowa LUC Window Opens: December 20, 2019 (for Feb. 3, 2020 IA caucuses)
- NBA Board of Directors Meeting: February 4, 2020—Lincoln
- Nebraska LUC Window Opens: March 28, 2020 (for May 12, 2020 Primary Election)
- NBA Annual Convention: August 11-12, 2020 – Lincoln
- General Election LUC Window Opens: September 4, 2020 (for Nov. 3, 2020 General Election)
- Nebraska License Renewal Announcements: December 1, 2020 (Pre-Filing Message)
- NBA Annual Convention: August 10 & 11, 2021—La Vista
NewsTrain is bringing affordable training in digital-journalism skills to Lincoln, Nebraska, on April 4, 2020.

Register by March 4 to get the early-bird rate of $75 for a full day of training in social, mobile, data, video and verification.

Sessions at the University of Nebraska-Lincoln will include:

- Using social media as powerful reporting tools,
- Storytelling on mobile: making smart choices,
- Becoming a verification ninja,
- Edit smarter video on your smartphone, with #MobileJournalism evangelist Geoff Roth, and Mining data for enterprise off any beat, with USA Today Senior Reporter Matt Wynn.

Experience NewsTrain’s highly rated training; attendees regularly judge sessions as 4.5, with 5 as highly useful and highly effective. Daily Camera reporter Katie Langford praised the “excellent training sessions” at the recent Denver NewsTrain. She tweeted that she “learned tangible skills that will expand and improve my reporting immediately.”

The early-bird rate of $75 includes two light meals. Plus, the first 20 registrants receive a free, yearlong, online subscription to The AP Stylebook – a $22 value. Discounted hotel rooms start at $99 a night.

Journalists, journalism educators and journalism students from diverse backgrounds are invited to apply for competitive scholarships, which cover their registration, by Feb. 19.

Lincoln will be the site of the 97th NewsTrain, designed in collaboration with a host committee of local journalists. The host committee for Lincoln is led by the University of Nebraska-Lincoln’s College of Journalism and Mass Communications.

Started by the nonprofit Associated Press Media Editors (APME) in 2003, NewsTrain has trained more than 7,500 journalists across the United States and Canada. APME merged with the American Society of News Editors to form the News Leaders Association earlier this year.

Questions? Email Laura Sellers-Earl, NewsTrain project co-director.