“Go All In” at the 2017 NBA Annual Convention!

Get ready to be inspired and informed at the 83rd Annual NBA Convention!

Join us August 15 and 16 as we return to the popular Embassy Suites Convention Center in La Vista for an agenda packed with learning, recognition and camaraderie with fellow broadcasters. Your Convention Committee has put together another outstanding lineup of session speakers.

Complete details and e-registration are ready now at www.ne-ba.org. Go All In!

Here’s a preview of our 2017 Convention Agenda:

Our convention opens at 11am on Tuesday, August 15 with the Omaha Area Broadcasters Career Fair.

At 1pm, our Manager’s Workshop will be led by Captain Kevin Griger of the Sarpy Country Sheriff’s Department with a presentation on “Personnel Protection and Emergency Preparedness in the Workplace.”

Our annual Legal/NAB Session follows at 2:30 with “Trump & Pai: The Times They are A-Changin’ in Washington” moderated by NBA counsel John Wells King along with the NAB’s Grisella Martinez.

Owners and senior management are encouraged to attend the 4pm Annual Meeting of the Nebraska Broadcasters Association, which will include the election of new officers and directors.

Tuesday evening’s festivities begin at 6pm with our Hall of Fame Reception followed by our annual Hall of Fame Banquet. Craig Eckert and Don Wright will be inducted as our respective 98th and 99th NBA Hall of Fame members. They will receive their plaques from Nebraska Governor Pete Ricketts.
NBA Convention, cont.

The hallways will fill with the wonderful presence of a few hundred broadcasters on Wednesday, August 16 with our series of concurrent training sessions. Our 9am Sales Session, “Embracing Digital Sales,” will be led by NBA training partner Speed Marriott of P1 Learning. Our 9am News Session will be led by 14-time Murrow Award winner Boyd Huppert with “It’s Time to Pump Up Your Story Muscles.” Also kicking off that morning is our full day of Engineering Sessions with a variety of topics and speakers as arranged by our local SBE Chapter 74.

Be sure to register for our Keynote Luncheon so you can enjoy the powerful words of Nebraska native Mitch Holthus. While Mitch is mostly known as the radio voice of the Kansas City Chiefs, his powerful words and insights transcend the world of sports and reach into the hearts and minds of people from all walks of life.

Wednesday afternoon rolls on with two sessions kicking off at 1:30. Our Radio Programming Session features Brian Wright of the Audience Development Group with “Developing Your On-Air Talent,” a session for talent, program directors and general managers. And our afternoon Sales Session will help you close more sales with “Sales = Storytelling: Crafting Powerful Stories to Close Deals” presented by nationally acclaimed sales trainer Jeff Beals.

After an energizing day of education and inspiration, we’ll unveil the winners of the best of the best in Nebraska broadcasting with our annual Pinnacle Awards Reception and Banquet. The reception begins at 6 with dinner at 7 and the awards program to follow. Boyd Huppert will serve as our emcee and he will be accompanied by Jasmine Fuelberth, Miss Nebraska USA 2017.

We’ll close the evening with a chance to win some cold, hard cash! Five lucky Pinnacle Awards attendees will have the chance to win up to $500 when we play Nebraska Lottery Spin & Win.

So what are you waiting for? Go All In and register now to attend the 83rd Annual NBA Convention at www.ne-be.org Early bird registration rates end July 31, and discounted hotel rates are limited to available rooms.

We look forward to seeing you on August 15 and 15 at the Embassy Suites in La Vista!
As your voice in Washington and Lincoln on matters of concern to broadcasters, the NBA President, board members and several station members continue to advocate for our best interests. Here’s an update on pending issues:

**Federal Legislation**

Significant concern lingers over the potential that Advertising Deductibility could be reduced or eliminated as part of a broader federal tax reform package. The unpredictability of the Trump administration has made this issue more challenging to monitor but our friends at the National Association of Broadcasters (NAB) have been and continue to be on top of this. The NAB and NBA urge NBA member salespeople to engage their customers in the BAAD Tax Coalition through this free tool kit: [http://baadtax.org/resources](http://baadtax.org/resources). Getting small business owners signed up now will strengthen our position against a potential change in deductibility.

As of this writing, 196 members of Congress and 22 Senators have cosponsored the “Local Radio Freedom Act,” a resolution opposing a Performance Tax on radio stations. Getting to the magic number of 218 House cosponsors appears within reach again this session although our opponents are not backing down. We are fortunate to have Congressmen Don Bacon, Jeff Fortenberry and Adrian Smith along with Senator Deb Fischer as cosponsors of this resolution.

With the FCC’s Spectrum Auction in the rear view mirror, the Spectrum Repack process has begun. Compared to many states, Nebraska broadcasters weren’t as active in the auction but those that were have their respective company plans in place to handle the repacking process. Radio stations that lease tower space from affected TV stations are drawn into the process as well. The NBA joined all 49 other states in pursuing added funding for the repacking process. The NAB remains actively engaged in trying to extend the 39-month repacking deadline, as virtually everyone involved (except for the wireless companies who bought spectrum) knows it isn’t physically possible to repack the 1,100+ stations involved within 39 months.

**State Legislation**

Nebraska’s 105th Legislative Session concluded without any significant impact on NBA members. A handful of bills with Freedom of Information concerns were dealt with through the NBA’s partnership in Media of Nebraska. Nothing detrimental to broadcasters was passed and Media of Nebraska members will meet next month to look ahead to potential concerns in next year’s session.

NBA members dodged a bullet again this year when LB25, the “Winner Take All” electoral vote bill didn’t get onto the floor and wasn’t amended into any other bills. However, this bill will be up again next year. At risk to all NBA member newsrooms is the loss of access to competing candidates. If “Winner Take All” wins, Nebraska loses its relevancy in Presidential elections and our citizens will have to rely on national media to vet the candidates. Also at stake is the related political revenue enjoyed by many NBA members under our current electoral vote system.
While Nebraska’s Unicameral is nonpartisan by design, this issue falls almost perfectly down party lines with senators who are registered Democrats, Independents and Libertarians opposing it, and almost all who are registered Republicans are in favor of it. Governor Pete Ricketts is also strongly in favor of it. During the session, NBA President Jim Timm polled our state senators to find out where they stood and the replies came back as expected, except for Senators John McCollister (District 20, Omaha) and Roy Baker (District 30, Lincoln). Late in the session, LB25 sponsor Senator John Murante (District 49, Gretna) announced his intent to amend LB25 into another bill. Timm and our lobbying partners at Walt Radcliffe and Associates monitored a potential amendment on a daily basis, while working their contacts to see if any other senators may be on the fence. On May 8, NBA Second Vice Chair Ariel Roblin of KETV and NBA Legislative Liaison Craig Eckert of Platte River Radio joined Timm at the Capitol to present our concerns to senators Baker and McCollister, as well as senators Briese (District 41, Albion) and Stinner (District 48, Gering) who had been identified as possibly open to opposing the bill. Senator Baker was intrigued by our appeal and while he didn’t outright commit to our view, he will strongly consider it. Senators Briese and Stinner heard us out and said while they appreciate our concerns, they will remain in favor. Senator McCollister indicated he is with us in our opposition, and he will be a key figure in 2018 as his vote could be the one keeps LB25 one vote short of passing.

This leads to the appeal from your NBA board and President to attend (or mail a contribution if you can’t attend) our July 27 fundraiser for Senator McCollister. His reelection could potentially provide us with one very important vote against LB25 next year and in the years to follow, as this bill will keep coming back...year after year.

The NBA thanks our board and station members – many of whom make multiple contacts with senators behind the scenes – for their combined efforts in opposing LB25. Stay tuned!

A NEBRASKA BROADCASTER WALKS INTO A BAR IN MONTANA...

Ok, it wasn’t a bar (that happened later) but it was a hotel in Big Sky, Montana. And NBA board member Ami Graham of NRG Media in Lincoln couldn’t have been more surprised when she and her husband arrived at the hotel for his business conference...only to find that the annual convention of the Montana Broadcasters Association was underway at the same venue.

After walking in and seeing the Welcome Montana Broadcasters banner, Ami excitedly announced “My people are here!” She didn’t hesitate to crash the party. And with broadcasters always eager to welcome a colleague from elsewhere, MBA President Dewey Bruce quickly registered Ami for their convention, introduced her to several MBA members and his special guest Polly Prince Johnson, President of the Louisiana Association of Broadcasters. Broadcasting remains a very small world!
A summary of the NBA Board of Directors spring 2017 meeting held in Lincoln.

Chairperson Joy Patten called the meeting to order at 1:31pm and minutes of the quarterly board meeting of February 15 were approved. Secretary-Treasurer Mark Jensen presented the financial statements for January, February and March, which were approved.

**Legislative Update:** Timm reported on the federal and state issues being monitored, highlighting an LB25 ("winner take all") action plan to be undertaken in the coming days.

**Freedom of Information and Courtroom Access:** Timm reported that feedback from NBA members as well as the judiciary is “so far, so good” on the new Court Camera rules that took effect March 1. He stated that a webcast will be held in September to update all NBA members on the progress of the new rules.

**NCSA/PEP Program:** Timm recommended that we start preparing PEP partner reports on a monthly basis to better serve existing partners and to help attract prospective partners. A motion was approved.

**Member Services:** On Paid Internships, Timm reported no recent requests for the program and reminded the group that high school seniors are now eligible. Dennis Brown asked if we would consider high school juniors; the group felt that given the limited use of this member benefit, Timm should have the leeway to approve such a request. Timm was asked to pursue a session on general reporter etiquette for our next News Webinar. Timm then referred to a Nielsen study on “The Power of Broadcasting in Colorado” and a proposal from Nielsen to purchase a similar report as a NBA member benefit. A motion was approved to survey NBA members asking whether they would actually use it, and if 60% or more of our commercial SEU’s say yes the report would be purchased (*Note: The report has been ordered, to be released in November.*)

**Hall of Fame:** Timm reported that the HOF member videos on our website had recently been replaced with YouTube links that load much faster, and that Ann McCarthy had updated the bio info on several HOF members. Timm also confirmed that the 2018 nomination deadline is January 15.

**NBA History Project:** Timm reported that UNO faculty are working with Neil Nelkin to complete the interviews of Jack Payne and Joe di Natale, with a goal of producing nine new interviews each school year.

**Future Talent:** Timm reported that the ChannelYou content was sent to members with a request to speak to high school and middle school classes once per semester. Timm also reported on NBA involvement in several high school media camps and workshops, and noted that four broadcasting categories will be added to the NSAA State Journalism Tournament beginning in 2018.

**Other Business:** Kinzie reported that the NBA Foundation golf tournament to be held the following day is set with 12 teams and he thanked all on the board that had bought a sponsorship or had golfers participating. Regarding NBA board size, a motion was approved to reduce the number of seats from 15 to 13 due to consolidation. Another motion was approved to vote on a proposed bylaws amendment at our Annual Meeting that would eliminate the Second Vice Chair position. In regard to NBA investments, a motion was approved to seek proposals from three investment advisors at our August board meeting.

Patten thanked everyone for their participation and the meeting was adjourned at 4:08 p.m.
Attention Traffic Directors: NBA Moving to Monthly NCSA/PEP Reports on August 1

Your NBA board of directors recently approved a change from quarterly to monthly reporting for our NCSA/PEP partners. This change will take effect with July affidavits & spot totals, to be received by the NBA in early August.

This affects very few NBA members, as more than 90% of our members already provide affidavits monthly. What will change for some is the need to input your spot totals on the NBA website on a monthly basis starting in early August, to reflect July activity for each NCSA/PEP partner, and ongoing thereafter. Instead of entering three months of data on the NBA website four times a year, you will need to enter the prior month’s data each month.

This change was made to better serve our existing NCSA/PEP partners and to make the program more attractive to prospective partners.

NCSA/PEP revenue pays for more than 80% of the NBA’s annual operating expenses, allowing us to keep your annual dues unchanged since 1996. Your continued airing of NCSA/PEP partner messages is crucial to our ongoing success and ability to provide a growing array of member benefits.

Will the FCC Eliminate the Main Studio Rule?

On May 18, the FCC voted to adopt a Notice of Proposed Rule Making (NPRM) to consider elimination of the Main Studio Rule. The NPRM is proposing to eliminate the Main Studio Rule, the requirement that the main studio have a full-time management and staff presence, and the requirement that the main studio be able to originate programming. The NPRM also discusses what other rules will need to be revised or eliminated if the main studio rule is eliminated, as well as what other requirements need to be in place to counterbalance the absence of a local studio.

The NPRM was adopted by a 3-0 vote, but Commissioner Clyburn has indicated serious concerns about a general elimination of the rule, seeming to instead prefer an exemption of some sort only for smaller or struggling stations. Comments will be due by July 3, with Reply Comments due 15 days after that. The NBA and NASBA are following this NPRM and will consider appropriate action if needed as more information is released.
Best Practices for Professional Journalists:  
FREE NBA News Webinar July 12

The NBA is pleased to announce our next FREE webinar for member newsroom employees.

Please join us at 10am Central on Wednesday, July 12 for “Best Practices for Professional Journalists.”

Being a journalist is more than just research, writing, and getting the video and sound. This session covers tips that will help you work more effectively with the people you interview, use as sources and encounter in the community. Presenting yourself professionally can often be the key to getting better stories and reaching your professional goals.

This one-hour webinar is designed for newsroom employees of all experience and skill levels.

Moderated by Bill Kelly of NET News, you’ll learn from people with years of experience in broadcast media as well as from media contacts in government offices:

- **Chris Allen**, professor at UNO School of Communication
- **Carrie Murphy**, Deputy Chief of Staff/Communications for Omaha Mayor Jean Stothert and 34-year veteran of TV news reporting, producing and management
- **Janet Bancroft**, Nebraska Supreme Court Public Information Officer

No preregistration required; just email [jim@ne-ba.org](mailto:jim@ne-ba.org) for the webinar link.

Your NBA board of directors approved production of this webinar in the interest of further raising the professionalism and credibility of local broadcast journalists during a time when our practices have been called into question like never before.

The NBA thanks our members at NET for their work in coordinating and producing this webinar for the benefit of all NBA members.
This article was written by Ford Clark, Senior Lecturer and general manager of KLPR FM at the University of Nebraska – Kearney.

The second annual Digital Media Camp was held June 11th-16th at the University of Nebraska at Kearney. 20 high school students from Nebraska, Kansas and Colorado attended the camp that featured six counselors and three instructors. The camp was financially supported again this year by the NBA.

The campers were welcomed on Sunday night by camp organizer Ashley Weets and UNK’s Communication Department Chair Dr. Ben Myers, and were treated to a pizza party. On Monday, it was time to get to work.

Of the 20 campers, four were returners. They were taken to be on the One Man Party morning show in Grand Island on 107.7 The Island. Meanwhile, Professor Jacob Rosdail was working with the first year campers on how to shoot and edit video for television news. The campers rounded out the day with instruction on interviewing techniques and audio writing and editing with Professor Ford Clark. The campers then had assigned times throughout the week to host live radio shows on UNK’s student station, KLPR.

On Tuesday the campers were treated to a tour of the NRG radio stations in downtown Kearney. The students were able to observe the live radio shows happening in KGFW, KQKY and KRNY. In the afternoon, half of the campers went to NTV in Kearney to observe a live newscast while the other half stayed on campus to work on their projects.

On Wednesday, the returning campers went to a local t-shirt business to produce a short documentary on the screen-printing process. In the afternoon, the campers had a visit from Ryan Dahlgren and Brad Behrn of Platte River Radio, and learned more about the radio business. Then the campers who didn’t visit NTV on Tuesday went on Wednesday to observe a live newscast while the others stayed on campus to continue working on their projects.
Thursday and Friday morning were spent in the labs working on audio and video projects, including producing radio PSA’s. Friday at noon the campers’ family and friends came to campus to round out the week at a luncheon highlighted by NBA President Jim Timm’s presentation about broadcasting careers in Nebraska. The campers’ families were then able to see and hear the various projects that the students did during their week at UNK.

Ashley Weets, Jacob Rosdail and Ford Clark thank the Nebraska Broadcasters Association for all of their help. Without you, the camp would most likely not happen!

The NBA also thanks Vince Barresi and the staff at NTV, Dallas Nau and the staff at NRG Media, and Craig Eckert and his staff at Platte River Radio for volunteering their time and opening their studios to encourage the potential of future broadcasters.
One of the NBA’s primary ongoing objectives is to create a pipeline of future broadcasters. Through a variety of efforts to get high school students interested in pursuing broadcasting or journalism degrees after high school, we aim to generate a future workforce for NBA members. Here is a brief recap of some of our recent “Future Talent” activities:

**UNO High School Media Camp:** Over 350 students from 23 Omaha/Council Bluffs area high schools participated in the annual UNO High School Media Camp at the Lied Center on April 4, which the NBA cosponsored. In addition to getting insight on journalism and technology practices from professional media members, NBA President/Executive Director Jim Timm addressed the students on broadcasting career opportunities. Timm also had several conversations with students and faculty advisers, answering questions about career potential and steps they can take now to gather relevant experience.

**LPS Broadcasting Clinic:** 17 students from four different Lincoln Public Schools high schools attended this two-day camp on May 25 and 26 in the Copple Building at Seacrest Field. Campers got hands-on experience with equipment setup and operation, story development and production, play by play and more. NBA member Jeff Motz of Alpha Media – Lincoln volunteered his time to teach the students, and NBA members Rick Alloway and Jerry Renaud of the UNL J-School hosted the students at Andersen Hall. They provided a tour, an overview of their curriculum and answered a lot of good questions. NBA President Jim Timm gave the students a presentation on broadcasting careers in Nebraska and encouraged the students to practice what they are learning at the camp to better prepare themselves for their future.
NBA High School Advisers Workshop: After the NSAA board approved the addition of four broadcasting categories to the annual State Journalism Tournament beginning in spring of 2018, NBA President Jim Timm heard from a number of high school advisers asking how they could start or improve a broadcasting program at their schools. With the NBA board’s approval, Timm contacted Creighton Prep broadcasting advisor (and former NBA member) Matt Rasgorshek and they created a plan for a one-day workshop to be held on August 19 at UNL. As of this writing, advisers from 35 different high schools from all across Nebraska have registered to participate in this free workshop, which will cover How to Start, What to Buy, Curriculum Development, Podcasting Basics, Creating a Simple Video Package and more.

Getting more teachers teaching more students about career opportunities in broadcasting should lead to increased college enrollment for related degrees and ultimately, a stronger future generation of Nebraska broadcasters!

IMPORTANT DATES

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<td>The Conclave—Minneapolis, MN</td>
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<td>August 15-16</td>
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Post open positions FREE on our NBA Careers Page.

Contact Jim Timm at Jim@ne-ba.org.
Meet Your NBA Chairperson of the Board

NBA Chairperson Joy Patten, Director of Sales at Alpha Media in Lincoln, will conclude her term as Chair at the end of September and transition to the role of Past Chairperson.

Birthplace: Omaha, but moved to Lincoln when I was 6 years old when my father was transferred to Lincoln to manage the Sherwin Williams paint store.

My family: I’ve been married for 29 years to my husband, John Patten. I have two sons, Jacob Patten (22) who is a senior at UNL studying Criminology/Criminal Justice and Joshua who will be a senior at Lincoln Northeast High this fall. I also have two cocker spaniels, Mater & Snickers, a cat named Lucy and a frog named Hernandez that amazingly lives and floats in a fish bowl.

Why I love living in Nebraska: The people and Midwest ethics they live by.

Which talent would you most like to have: To speak in public like our announcers do so effortlessly.

Favorite vacation spot: Hawaii

Favorite food: Ice Cream

What is the most unique or interesting thing about you that most people probably don’t know: I competed in a horseshoe tournament and have a trophy to prove it.

Favorite movie: Wizard of Oz and Shawshank Redemption

Book on my nightstand: Good Life Rules – Bryan Dodge

My 15 minutes of fame: Receiving the Silver Medal Award from the American Advertising Federation of Lincoln.

Years in Broadcasting: I have been in this great industry for 36 years. I started at KFOR Radio as a part-timer when I was 16 years old. Rick Alloway was the KFOR Operations Manager and the person who hired me. My General Manager at that time was Roger Larson. How lucky I was starting with the best.

Best career advice received: “Pay attention to the details because if you don’t someone else will” and “do the things you don’t want to do first”. – Roger Larson

Why I love this business: The people! We are engaged with so many types of people. Whether it’s the movers and shakers of our community or our own sales people and announcing staff, they are all fun and inspiring to be around. I also love the “organized chaos” of this “never a dull moment” business.

If I could change one thing about this business: Kill the phrase “less is more”. Less is less! The less people you have on staff to achieve your goals and to make your product superior, the less successful our industry will be as a whole.

I enjoy serving on the NBA board because: I love networking with other broadcasters first and foremost. I also enjoy serving on NBA because of all the good the organization does by helping upcoming broadcasters through scholarships and the great support it provides for the Nebraska Broadcasters.
A beautiful spring day greeted 48 golfers on May 5 at Woodland Hills Golf Course in Eagle for the 2nd Annual NBA Foundation Golf Tournament. After expenses, the NBA Foundation cleared $4,400 for our Scholarship Fund!

Our Championship Flight was won by Team KBRB, with Graig Kinzie, Joel Klammer, Doug Weiss and Rod Worrell earning the glory. The First Flight winners were Bryan Marriott, Roger Moody, Chuck Schwartz and Chris Walz, of Team Singles.

A special thank you goes to NBA Second Vice Chairman Graig Kinzie of KBRB AM/FM in Ainsworth for his time and expertise in organizing this event. The NBA also thanks the following members and partners for their participation with golfers and/or as event sponsors:

- Alpha Media – Lincoln
- Gray Television
- KBRX AM/FM
- KOLN/KGIN TV
- NRG Media – Lincoln
- Regional Reps
- Walnut Radio
- Cline Williams
- iHeart Media – Omaha
- KBRY FM
- KNLV AM/FM
- P1 Learning
- Walt Radcliffe & Associates
- WOWT TV
- Comrex
- KBRB AM/FM
- KLKN TV
- KPTM/KXVO TV
- Pinnacle Bank
- Scripps

Team KBRB

Team Gang Green
GOLF TOURNEY HIGHLIGHTS

Team Singles (left)

Team iHeart Media (right)

Team KBRX

Team Alpha Media
We invite you and members of your organization to attend our complimentary 2017 Employment Law Forum to learn about the latest developments in labor, employment, and employee benefits laws. Cline Williams’ Employment Law Forum is geared toward business owners, executive employees, human resource professionals, and in-house legal counsel. Attendance at this educational seminar is free, and credit for this seminar will be sought from:

- Nebraska CLE Commission
- Iowa CLE Commission
- HR Certification Institute
- Society for Human Resource Management
- Nebraska Board of Public Accountancy

An invitation and registration information will be sent via email in July.

**FEATURED TOPICS**

- FMLA, ADA, and Workers’ Compensation
- Wage/Hour and Employee Classification Issues
- Discrimination, Harassment, and Retaliation: Trends and Guidance
- Employee Benefits Update
- Fiduciary Best Practices for Retirement Plans
- Immigration Law 101 and Form I-9 Compliance
- Developments within the EEOC, OSHA, the NLRB, and the DOL Protection of Corporate Data and Systems

**SAVE THE DATE**

**Kearney**
Thursday, September 14, 2017
Younes Conference Center
1:00 - 5:00 p.m.

**Omaha**
Tuesday, September 19, 2017
Embassy Suites, La Vista
1:00 - 5:00 p.m.

**Lincoln**
Wednesday, September 27, 2017
Nebraska Innovation Campus Auditorium
1:00 - 5:00 p.m.
55 Years Ago - 1962

KWBE, Beatrice owner, Bud Pentz offers a new thought: “Whenever I enter this station, I want to see every man performing his task cheerfully. I shall be glad to receive suggestions from the staff as to how that can be brought about.” The next day he found this response in the suggestion box: “Take the rubber heels off your shoes!”

50 Years Ago - 1967

The NBA Station convention was held in Sidney, September 24-26 at the Fort Sidney Motor Hotel, and genial Dave Young was in charge of local affairs. This will be a crackerjack good meeting, so make plans to be on hand.

40 Years Ago - 1977

Gordon will get its first local radio service if Gil Poese and Larry Rice have their way. The FCC has approved their application for a channel assignment.

The new General Manager at KICS, Hastings is Ken Gruszecki, sales manager there for the past 3 ½ years. His successor is Tom Robson.

KFGW, Kearney celebrated 50 years on air with a reception at the studios. The station went on the air June 25, 1927 with a power of 10 watts. John Mitchell is President, John Howard is V.P. and John McDonald is Manager.

30 Years Ago – 1987

Cal Coleman has joined KGIN TV as station sales manager. Coleman was President and General Manager at KHUB, Fremont from 1977-86.

KCNI, Broken Bow, is now modern country. The “Dave and Larry Breakfast Get Up and Go Show” airs 7:30-8:30 a.m. weekday mornings. Sister station KBBN is now Adult Contemporary, including sounds from the 50’s, 60’s and 70’s.

At KHAT, Lincoln, Dan Charleston was promoted to VP/GM. Peg Jones replaced him as sales manager.
20 Years Ago – 1997

Julie Gade, NBA Director and Chair of the Education Committee, along with KZKX’s Julie Broman, presented a state-wide radio sales seminar via satellite. The seminar included information and ideas on preparing presentation and overcoming objections.

The NBA Foundation has started its service with two educational grants. The Foundation has awarded two-$1,000 scholarships to the University of Nebraska for broadcasting students.

10 Years Ago – 2007

Chuck Schwartz, GM & Sports Director of Eagle Radio, North Platte (KOOQ/KELN) was honored by the Nebraska State Interscholastic Athletic Administration (NSIAAA) with their Distinguished Service Media Award, becoming only the 7th Radio sportscaster to win this award in its 33 year history. He joins fellow North Platte native Joe di Natale as one of the seven radio veterans. The other five include Kent Pavelka, Jack Payne, Don Kraemer, Chuck Stevens and Bob Barney. Dave Webber, WOWT, Omaha has also been honored.

Clear Channel has almost completed the spinoff of 382 stations in 72 markets. A large number of stations are going to Dean Goodman’s “Good Radio & TV.” Former NRG/Waitt Executive VP George Pelletier is Goodman’s CEO.

Frank Bramhall

“Moostash Joe” Spellerberg
KYNE Tower Removal Alters UNO Campus Skyline

Making its presence known on the skyline of Omaha for six decades the KYNE-TV tower is no more. Nebraska ETV owned the recently dismantled tower, situated on the campus of the University of Nebraska at Omaha (UNO).

KYNE-TV, originally constructed in Omaha at the request of a consortium of Omaha Metro area schools and built at UNO (then Omaha University) was a cooperative effort between OU and NET to better serve the educational television programming needs of the Omaha area.

The self-supporting structure stood about 400 feet tall including the top mounted TV antenna. In addition to NET’s analog Channel 26 and digital Channel 17 antennas it was home to others as well. Most notably, it supported NOAA’s KIH-61 Weather Radio antenna. UNO’s FM radio station KVNO, used the tower for the studio end of its 950 MHz STL.

KYNE re-located to the KETV tower on North 72nd Street in Omaha. NWS moved their weather radio system to a location near at 29th and Farnam Street. KVNO built an 11 GHz STL which operates from the top of Roskens Hall on the UNO campus.

Deconstruction began on May 8th and took about a week to complete. Fortunately, the project moved along quickly. The semester was over and school was out. But there was still a need to vacate some of UNO’s buildings during the work. The tower company brought in a large crane for the removal. Sections, removed to another parking lot were further broken down to manageable pieces.

The KYNE tower, having been in place for so long as a mid-town landmark seemed to often go unnoticed by those folks not in our line of work. It will be interesting to see if anyone notices the big hole in the sky now that it’s gone.

This article was written by Dave Kline, UNO-TV/KVNO Radio Engineering,
LEW HUNTER HONORED WITH “BROADCAST PIONEER AWARD” AT UNL

If you looked at a list of some of the most popular TV shows that aired in the 70’s and 80’s, you might not know that a native Nebraska broadcaster – make that a NBA Hall of Fame broadcaster – played a major role in their popularity.

The distinguished TV and film career of NBA Hall of Famer Lew Hunter was recognized on May 5 during the UNL J-School’s “Salute to Excellence.” Lew was presented with the prestigious “Broadcast Pioneer Award,” presented annually by the NBA in partnership with UNL. The honoree is chosen by members of the NBA and the broadcasting faculty and students of the college. This award recognizes those individuals whose long term leadership has contributed to the high quality of Nebraska broadcasting and the high quality of broadcast education.

A native of Guide Rock, Nebraska, Lew was a disc jockey and floor manager at KOLN Radio and TV in Lincoln while attending Nebraska Wesleyan University. After receiving his Master’s Degree at Northwestern University, he joined NBC in Los Angeles, landing a job as a staff page.

Lew wrote and produced trailers for programs like "The Dinah Shore Show," Bonanza," and The Dick Powell Theatre." As a program executive at ABC, Lew worked on "Batman," "Peyton Place," "Bewitched," "Adams Family," and "Voyage to the Bottom of the Sea." He produced TV programs such as "Quincy," "Little House on the Prairie," and "The Rockford Files" as well as TV movies like "Red Badge of Courage" and "The Execution of Private Slovak." His success in screenwriting was recognized with his 1981 movie, "Fallen Angel," that received an Emmy nomination and won the Writers' Guild Award.

Lew was a writer, producer, and executive at Columbia, Lorimar, Paramount, Disney, NBC and CBS. He has taught at UCLA since 1979, becoming Chair of the Screenwriting Department, and is one of the premier screenwriting teachers in the world. The author of the wildly acclaimed book Screenwriting 434, he conducts seminars and workshops internationally. Lew remains generous with his time and talent, helping others and teaching them how to make their dreams come true. Lew Hunter and his wife, Pamela, live in Superior, Nebraska. Congratulations, Lew!
UNL J-SCHOOL STUDENT EARNS NATIONAL AWARD

UNL J-School student Zachary Penrice was declared a national winner in the Radio Sports Reporting category of the recent Society of Professional Journalists (SPJ) collegiate competition. Zachary’s Mark of Excellence submission “Nebraska Football - Senior Day & the 29th Senior” has earned him the forthcoming recognition of being acknowledged during the SPJ’s “Excellence in Journalism 2017” conference on September 8th in Anaheim, California. Congratulations, Zachary! You may soon find a number of NBA members seeking to hire you!

RICHARD F. PALMQUIST NBA SCHOLARSHIP AWARDED AT UNO

The University of Nebraska-Omaha School of Communication held its 62nd Annual Awards Reception on April 21, and Jurge Cruz-Alvarez was awarded the NBA’s Richard F. Palmquist scholarship worth $2,500.

Created in 2003, this scholarship is named for the former executive director of the NBA and is awarded to outstanding students in communication with plans to enter the broadcasting profession. NBA President/Executive Director Jim Timm attended the reception and congratulated Jurge alongside UNO instructor Jodeane Brownlee.

NBA AWARDS FIRST OMAHA PRESS CLUB SCHOLARSHIP

The Omaha Press Club Foundation held its Annual Awards Ceremony on April 28 and for the first time the NBA joined the ranks of the many OPC scholarship donors.

On a night when 17 Nebraska college students studying media and journalism were awarded scholarships totaling $37,000, the NBA was pleased to award Ben Buchnat of the University of Nebraska – Lincoln with our first 2017 Nebraska Broadcasters Association Scholarship worth $2,000.

Ben serves as a DJ and music director for “Nothing Feels Good,” a weekly specialty show on KRNU FM, UNL’s student-run radio station. In his nomination letter, KRNU general manager Rick Alloway wrote, “Ben has been an engaged, dedicated student and has continued his interest in radio throughout his career here.” Ben has also worked for the Daily Nebraskan and has won awards in several collegiate media competitions.

On hand to congratulate Ben at the ceremony were NBA Chairperson Joy Patten and NBA President/Executive Director Jim Timm.
The NBA Foundation is proud to announce this year’s winners of $28,500 in college scholarships to students pursuing an education to prepare for a successful career in broadcasting. Our EEO Scholarship winners were selected by the management of NBA member stations that participate in our EEO Scholarship Program. All other scholarship recipients were selected by the broadcast faculty of their respective institutions across Nebraska.

**EEO Scholarships**
Lyle Kwiatkowski, University of Nebraska—Omaha  
Briton Rodenborg, Hastings College

**University of Nebraska – Lincoln: Marty Riemenschneider Scholarships**
Nathaniel Muhlbach, Marisa Rogers, Emmanuel Sanchez-Mora, Brandon Thomas

**University of Nebraska – Omaha: Richard F. Palmquist Scholarship**
Jurge Cruz-Alvarez

**University of Nebraska - Kearney**
Rachel Fangmeier, Sydney Norris

**Doane University**
Trey Perry

**Wayne State College**
Taylor Clark, Emmalee Scheibe

**Central Community College**
Sarah Rathman

**Northeast Community College**
Megan Kass

**Cathy Blythe NBA Scholarship**
Jeremy Davis

All of our scholarship winners will be recognized at our Hall of Fame Banquet at the NBA Annual Convention on the evening of Tuesday, August 15.

**Congratulations and best wishes to our 2017 NBA Scholarship Winners!**
Fundraiser for Senator John McCollister
District 20 – Omaha

Thursday, July 27
12pm – 1pm
Happy Hollow Country Club
1701 S. 105th St., Omaha

$100 per person minimum contribution

Make checks payable to:
John McCollister for Legislature
8010 Hickory Street
Omaha, NE 68124

RSVP by July 20 to
jim@ne-ba.org

Can’t attend? Mail your check (payable as shown) by July 20 to:
NBA, 11414 W. Center Rd., Suite 342, Omaha, NE 68144
NEBRASKA EMERGENCY ALERT SYSTEM 2017

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.

2017 Required Monthly Test Schedule

<table>
<thead>
<tr>
<th>Month</th>
<th>Time</th>
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<tr>
<td>July 18</td>
<td>10 AM</td>
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<td>September 19</td>
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<td>November 21</td>
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<td>August 15</td>
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<td>October 17</td>
<td>11 PM</td>
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<tr>
<td>December 19</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 radio stations across Nebraska carry the NBA Governor’s Monthly Call In Show, which originates from KFOR in Lincoln with distribution assistance from Husker IMG Sports. Call volume is strong and callers are increasingly passionate about their views on certain matters of concern. The NBA thanks our many affiliates and reminds you to promote each month’s program on the air, online and via social media.

2017 Show Dates:

July 10          August 14

September-December 2017 dates are pending.

All times 2pm Central/1pm Mountain unless otherwise noted; subject to change depending on Governor's schedule.
By Speed Marriott, Owner / CEO, P1 Learning

Why do so many broadcast sellers, I’m talking about great sellers, folks that have a deep understanding of the marketing model... why do they tend to avoid selling digital? I assume that it can be summed up with the age old fear of the unknown. “I don’t fully understand the concept; therefore, I choose not to play.”

Because of this fear factor, many of us in the industry have developed an “us” versus “them” mentality. In fact, many stations that I work with have two different sales departments. You’ve got the digital sales folks... looking tragically hip in black t-shirts and cuffed jeans. (OK... maybe I’m guilty of over generalizing here, but I like the look!) On the other hand, we have the broadcast sales team, often referred to as the “traditional seller”, which I find highly ironic since I’ve never met anyone in our business that was close to what most would define as “traditional”.

The problem is that these two teams go through the day, for the most part avoiding each other. This is a disservice to you, your stations, each other and most importantly, your customer. You know... the advertiser... remember them? This “us vs. them” thing, it gets in the way.

Digital Marketing is still marketing. Nothing fancy, no hidden powers. Just like broadcast, digital is a tremendous marketing tool. In fact, the most important of the two words “digital marketing” is the second one, marketing. Digital is just the most recent tool available to deliver a message to a potential customer.

Once again, the mission is marketing, and today we have more options and opportunities to deliver the advertiser’s message than ever before. On one hand, you say that’s awesome! I love the flexibility of delivering the message through multiple channels. On the other hand, you begin to question... everything. And if you are concerned, your customer is petrified!

Our role is changing, we are no longer the purveyors of 60s 30s and 10s. Our job today is to make informed recommendations, based on a thorough understanding of the marketing options on the table. Simply put, we are now the keeper of the message.

So please remove the “us vs. them” from our vocabulary. It is time for all of us to realize that Broadcast Media... plus Digital Media... equals enhanced media performance.

See Speed present “Embracing Digital Sales” at the NBAs 83rd Annual Convention on Wednesday, August 16 in LaVista.

To register your station, visit ne-ba.org/convention-registration.asp
Sales On-boarding from P1 Learning

Does this sound familiar?

1. Manager hires new Sales Rep
2. Manager gets busy
3. New Sales Rep leaves after 6 months
4. Manager starts over

Not exactly the sales cycle you planned when you made the hire. Starting on July 17th you can leave the training to P1 Learning so you can focus on growing your business and retaining talent.

The P1 Plus program from P1 Learning takes entry level sellers through an intense combination of online courses, conference calls, testing, and homework assignments. At the close of the program, trainers take sellers through the entire sales cycle resulting in a presentation with a real account.

Program Includes:

- 1-on-1 with P1 Learning Trainers
- 40+ Online Video Courses
- Individual Course Testing & Homework Assignments
- Close of Program Final Project

Just $599 $495 For NBA Members with Discount Code “NBA”

Visit http://p1learning.com/services/live-assist/entry/register/

Real World Training Solutions. Anywhere.

www.ne-ba.org | 402.933.5995
Broadcasters in need, need to know there is Help.

No broadcaster who qualifies for aid has ever been turned away... but they need to know about us to ask.

Help spread the word.
Help save a life.

To make a donation or for more information please contact us at 212-373-8250, info@thebfoa.org, or visit our website at www.broadcastersfoundation.org.

The Broadcasters Foundation of America is a 501(c)3 public charity.