NBA DELEGATION ADDRESSES BROADCASTING ISSUES ON CAPITOL HILL

At a time when broadcasters everywhere were wondering what the Trump administration may mean for our respective interests, a contingent of NBA Board members went to Capitol Hill to speak with our elected officials about our legislative concerns.

The National Association of Broadcasters (NAB) held their annual State Leadership Conference in Washington DC from February 28–March 2, and the NBA delegation of Chairperson Joy Patten, Chairperson-Elect David Kelly, Vice Chairperson Ariel Roblin, Director Susan Ramsett and NBA President/Executive Director Jim Timm participated in this important annual event. On Tuesday February 28, the NAB provided our group with detailed insight on the issues of most concern to broadcasters, complete with talking points to be used in our meetings the next day on Capitol Hill.

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

- Preventing Harmful Changes to Advertising Deductibility as part of Tax Reform
- Spectrum Auction Repacking Timeline and Funding
- Performance Tax on Radio Stations
- Retransmission Consent Negotiations

Our day began on Wednesday March 1st by attending the traditional “Nebraska Breakfast” in the Dirksen Senate Building cafeteria. The breakfast took on added significance as March 1st marked the official 150th “birthday” of Nebraska’s statehood. More than 100 other Nebraskans were in attendance, most representing other industries and trade associations there to discuss their own respective issues on The Hill.

continued on next page
We headlined our issues with Congressman Jeff Fortenberry before meeting with Senator Deb Fischer and her Legislative Counsel Jamie Susskind. Next up was a meeting with Senator Ben Sasse, who had been called into the Capitol for a series of votes. No problem, as Senior Legislative Correspondent Joel Wellum quickly got us badged and onto the Capitol Subway System for a trip inside the Capitol to meet with Senator Sasse outside of the Senate Chamber. Our next appointment was with Alan Feyerherm, Legislative Director for Congressman Jeff Fortenberry. From there we walked about 30 feet down the hall to meet with freshman Congressman Don Bacon and his Chief of Staff, Mark Dreiling. Our final stop was in the office of Congressman Adrian Smith, where we met with Legislative Director Josh Jackson.

Patten led the discussion on Advertising Deductibility. Ramsett and Roblin spoke to the Spectrum Auction repacking process and retransmission consent, and Kelly was our voice on opposing the Performance Tax. All in all, we received favorable replies to our positions, and our team enjoyed answering several good questions on our issues from freshman Congressman Bacon. The NAB Government Relations team is making follow up calls on our behalf.

Each of the four issues we discussed is important, and Advertising Deductibility is perhaps of most concern. Tax Reform is a priority for this Congress and there is concern that the amount of advertising that can currently be written off as a legitimate business expense may be reduced to 50%, or possibly eliminated entirely. The impact of any change would be significant to purveyors of all forms of advertising, as business owners are more likely to reduce their ad spend to cover a tax than to increase their budgets. The NAB very recently announced its “BAAD Tax” initiative to inform local advertisers and business groups of the possibility of a change in ad deductibility, and the NBA will keep our members informed as more resources are provided on this initiative.

If that isn’t enough to give you a headache, the pending outcomes of the FCC Spectrum Auction and Repacking Process may give you one. Now that nearly all related transactions have been made public, the FCC still believes their 39-month time frame and $1.75 billion relocation fund are more than adequate to repack the spectrum. No way, say the NAB and other industry experts. Between the limited amount of tower crews, varying weather conditions across America and an estimated 1,100 stations lining up to have varying amounts of engineering work performed – something has to give. Nebraska’s federal delegates are very sensitive to these pending issues and have pledged their support to seek solutions that will keep stations whole and limit the loss of on-air time by affected TV and radio stations.

If you feel like we’ve been fighting the Performance Tax for years, you’re right. The fight continues, and the record labels show no signs of backing down. Thankfully, a majority of the members Congress have opposed any such tax for as long as we’ve been fighting it. The NBA thanks Congressmen Fortenberry and Smith for their continued support of the Local Radio Freedom Act, along with Senator Fischer who signed the Senate version of the resolution. Congressman Bacon told us he would support the LRFA so we are eagerly awaiting his signature.
Any TV station GM will tell you that Retransmission Consent negotiations should remain free of government intervention and regulation. Keeping these negotiations at play in the free market allow content providers and resellers the chance to discuss needed changes and to ultimately find common ground so local viewers can be best served by receiving the local news, weather, sports and other great content that only local broadcasters can create and provide.

Prior to the State Leadership Conference, Timm attended the annual winter meeting of the National Alliance of State Broadcast Associations (NASBA), where he and his counterparts from other states were briefed on other items of concern to broadcasters. Timm also attended the annual EAS Summit, where officials from the FCC, FEMA and NOAA gave updates on broadcasting projects and initiatives.

Those that attended the SLC 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.

**“FCC Day” Draws Significant Station Feedback**

For the second year, the NAB arranged a “FCC Day” to follow our Capitol Hill visits. On Thursday March 2, more than 75 broadcasters from 38 different states filled a FCC conference room to share their concerns—and suggestions—with various FCC staffers. Topics included adjusting the newspaper cross ownership ban and sub-cap ownership limits, the benefits of joint operating agreements (Susan Ramsett presented a strong case study on how Gray Television has kept small market TV stations alive in Nebraska), pirate broadcasters and the lack of FCC enforcement, and of course, concerns about the pending Spectrum Auction repacking process.

To underscore the concern about time and money in repacking affected TV stations, a TV GM from Utah told the group that over 300 translators are in operation in Utah—35% of the nation’s translators. Further, several stations operate from a shared technical facility at over 14,000 feet in elevation, accessible only by helicopter. It sounded like Utah alone might need 39 months just to re-pack their stations!
Media access to Nebraska courtrooms took an historic step forward on March 1st when Nebraska’s New Rules for Cameras in Trial Courts went into effect. To assist NBA member news personnel with understanding the new rules, a webcast was held on February 20th with a panel of judiciary members in attendance to answer questions from NBA members. The webcast was hosted at NET in Lincoln, with NET Reporter/Producer Bill Kelly serving as moderator. During the 70-minute webcast, questions were submitted via email and answered live by the judiciary panel which included Justice Jeff Funke, NE Supreme Court – Lincoln/Nebraska City; Judge Todd Hutton, County Court – Papillion; Judge Linda Bauer, County Court – Fairbury; Judge Leigh Ann Retelsdorf, District Court – Omaha, and Judge Holly Parsley, County Court – Lincoln. The NBA thanks NET personnel Bill Kelly, Dennis Kellogg and Char Henninger, along with Janet Bancroft of the Nebraska Supreme Court for their advance planning and technical support for the webcast.

With the bulk of the state’s trials occurring in Douglas and Sarpy counties, a meeting was held in Omaha on March 22nd with representatives from Omaha area NBA members and Douglas and Sarpy County judiciary members. While the new rules are not negotiable at this point, the meeting was held to open a dialogue on the following areas of the new rules:

- Provide an opportunity to find common ground and consistent procedures needed to create a pool system for cameras and electronics in Nebraska’s courtrooms
- Gathering input on a realistic process for addressing pooling concerns between news organizations
- Devising a plan to notify all involved media organizations of any resulting processes
- Identifying situations and circumstances of concern that necessitate rule or form changes to be forwarded to the People Bench-Media committee for review
- Gathering of resources and information for the 6-month review to occur in September, 2017

Links to the new rules, forms and the February 20 webcast can be found here:

http://www.ne-ba.org/programs_and_services-newsroom_resources.asp
One of the biggest issues facing broadcasters today is the scarcity of talent. Sales, engineering, news, on air personalities – no matter the position or market size – people aren’t as aware of or interested in broadcasting careers as they used to be.

But what happens if we get kids interested in Radio or TV while they’re still in high school? Or middle school? What happens when NBA members make a concerted effort to reintroduce Radio and TV to kids... before they develop other interests and choose a college and career path in another field?

The ChannelYou website and its related components were specifically designed to encourage high school students to pursue broadcasting degrees, creating a larger talent pool for NBA members. Designed by the Jacht Ad Agency on the UNL campus with the approval of your NBA Board of Directors, ChannelYou is the centerpiece of our “Future Talent” initiative.

Our ask of every member station is this:

Once per semester, speak to a high school or middle school class about broadcasting careers.

Easy enough? We thought so!

The ChannelYou website makes your presentation easy. Play testimonial videos from NBA members working in a variety of station departments. Show job descriptions from dozens of common industry positions. And of course, talk about the opportunities within your own operations. You can even send them home with some ChannelYou “swag” provided by the NBA!

Watch your mailbox in April. The NBA will be sending every member station a ChannelYou starter kit, with everything you need to get started on this important initiative.
While the ChannelYou initiative has been in development, the NBA has been busy opening other doors that align with our mission to encourage high school students to pursue broadcasting degrees, creating a larger talent pool for NBA members. Some of our related activities targeting high school students include:

- Sponsorship and involvement in UNK’s Digital Expressions Media Camp
- Sponsorship and involvement in UNL’s NHSPA Fall Conference
- Sponsorship and involvement in UNL’s NHSPA Summer Workshop
- Sponsorship and involvement in UNO’s High School Media Conference
- Addition of High School Division categories to NBA Pinnacle Awards
- Pending approval of Broadcasting Category additions to NSAA Journalism Tournament
- Speaking engagements at area high schools and middle schools

More than 50 Nebraska high schools have some type of broadcasting component as part of a class or a club. The NBA will continue to seek involvement in these and other opportunities on your behalf, while YOU – our member stations with studios, microphones and cameras – step out and speak to kids about careers in broadcasting!

As your news staff goes about its business each day, what can your station do to increase your chances of avoiding being sued for libel or invasion of privacy?

How can you increase your chances of winning if you do get sued for libel or invasion of privacy?

Get the answers to those questions and more on Wednesday, April 26 at 10 AM Central/9 AM Mountain time, as the NBA presents its next FREE webinar for member newsrooms: “Libel and Invasion of Privacy: what you can do to increase your chances of avoiding being sued and increase your chances of winning if you do get sued.” NBA Legal Line attorney Shawn Renner of Cline Williams will host this one-hour webinar in which he will discuss the elements of libel and invasion of privacy claims, defenses to those claims most useful to the news media, and things to consider when troubleshooting stories. Attendees will be able to submit questions during the webinar for Shawn to answer in the final 10-15 minutes.

A registration link will be emailed to all NBA members as soon as it is confirmed. The NBA thanks KOLN/KGIN TV in Lincoln for hosting this webinar.
Every time I hear the words “Fake News” I just cringe. The last thing I want the public to do is second guess anything from any of our newsrooms. I don’t want our listeners and viewers to assume we are guilty by association.

Luckily, when it comes to fake news, a majority of people think internet service providers, social media platforms, search engines and the government all share responsibility for removing the misleading content. This is where the blame, focus and clean-up belong. But the real interesting thing is, when asked who is most responsible, U.S. adults point to the reader, according to a recent Morning Consult poll. What?! The individual receiving the information is responsible for his own thinking? Hasn’t that always been the case though? But if they are being fed fake news, how can they rationalize and be responsible for sound judgment? It is pretty scary when you think about it.

Like many Nebraska TV and radio stations, our staff takes pride in our newsroom’s product. It does take time to check all sources and to cover all sides of the story and then present the information in an unbiased manner. Our newsrooms do this so individuals can come to their own conclusions and make their own responsible and conscious decisions. We wouldn’t want it any other way.

In February of this year, the NBA initiated training for our news staffs. Thirty members participated in the first NBA News Webinar. Participants responded by survey with positive feedback. Upcoming NBA News Webinars will cover such subjects as defamation and copyright laws with a focus on digital images. Make sure your news staff, part-timers and interns take advantage of these webinars. It is important to provide them with ongoing education as the world changes faster than we have ever seen it before.

---

**Chairperson’s Column by Joy Patten**

Need a template to make a Public Records request?

Want to review our recent webcast regarding Nebraska’s New Rules for Cameras in Courts?

You can find those items and more on our newly created “Newsroom Resources” page on the NBA website.

Go to [www.ne-ba.org](http://www.ne-ba.org) and click the “Resources” tab for the dropdown to “Newsroom Resources,” or click this link: [http://www.ne-ba.org/programs_and_services-newsroom_resources.asp](http://www.ne-ba.org/programs_and_services-newsroom_resources.asp).

Your suggestions for other content and links to assist your news gathering and reporting activities are welcome! Please send them to [jim@ne-ba.org](mailto:jim@ne-ba.org).
A summary of the NBA Board of Directors winter meeting held February 15th at the offices of the Nebraska State Education Association.

Chairperson Joy Patten called the meeting to order at 8:37 a.m. and minutes of the quarterly board meeting of November 10, 2016 were approved.

Patten and Hall of Fame Chair Dr. Larry Walklin reviewed our Hall of Fame history and election procedures. Representatives for five first-time nominees and three repeat nominees then made presentations to the board about their respective nominees. After nominations and the respective discussion were closed, the balloting process resulted in Craig Eckert and Don Wright being elected for induction as our class of 2017. Please see our accompanying article on these pending inductees.

Secretary-Treasurer Mark Jensen presented the financial statements for October, November, and December, 2016, which were all approved by voice vote.

NBA President/Executive Director Jim Timm gave a legislative update, covering the issues expected to be address at the upcoming NAB State Leadership Conference in Washington, DC as well as pending state legislation.

Nebraska Governor Pete Ricketts joined the meeting and gave an update on his priorities in the current legislature. He thanked the members for continuing to air the Governor’s Monthly Call In Show and for our recent contribution of a 52-week NCSA/PEP campaign for Opioid Abuse Awareness.

Regarding Freedom of Information and Cameras in the Courtroom, Timm reported that Media of Nebraska’s annual legislative bill review meeting in late found nothing of serious concern but noted a handful of bills that Media agreed to oppose or monitor. Timm reminded the group of the upcoming webcast training session for the new Rules for Expanded News Media Coverage in Nebraska Trial Courts.

In an update on the NCSA/PEP program, Timm referred to information on a possible social media component as a needed add-on for the on-air campaigns. Several board members agreed to support the program with their respective stations’ Facebook and Twitter and asked Timm to seek the support of other member stations.

Timm then reported on Member Services. On Alternative Inspections, Timm stated that all stations due in 2017 have been notified and that our new inspector, Art Morris, is ready to begin. On the EEO Scholarship program, Timm reported record member participation for the 2017-2018 cycle. On sales training programs, Timm stated that 18 member stations have already signed up for the new Chris Lytle Instant Sales Training program. Timm then reported on our first NBA News webinar with Shawn Renner on open meetings and public records, in which 30 members participated.

Regarding our Annual Convention, Timm reported on the pending 2017 Pinnacle Awards dates and deadlines and stated that convention planning activities will pick up for he and administrative assistant Ann McCarthy beginning in April.

Continued on next page
Board Briefs, continued

Reporting Public Service, Timm said he spoke at the news conference to announce the Opioid Abuse Awareness campaign and that all agencies involved expressed their appreciation for the NBA’s donation of the campaign. Timm then reported that the Governor’s Call In Show continues to draw strong call volume and that show dates are set through May of 2017.

Timm then gave an update on the NBA History Project, where volunteers Neil Nelkin and Marty Riemenschneider established project goals for 2017 to include recording interviews with prominent figures in Nebraska broadcasting history, starting an historical timeline for every frequency licensed in the state, and creating a NBA History website on which these and other pertinent content can reside.

Regarding our Future Talent initiative, Timm said that the remaining ChannelYou testimonials, TV and radio promos and other related items were recently completed by the Jacht ad agency at UNL. Timm said that after a few remaining steps are completed he will supply details on the ChannelYou class-speaking initiative to all member stations. The board approved a second year of scholarship funding for the Digital Expressions media camp at UNK, funding to support the NHSPA summer workshop at UNL, and participation in UNO’s annual high school media conference.

In other business, Timm reported that the second P1 Learning Broadcast Advertising Sales introductory course at UNL will occur in March under the direction of Rick Alloway and that UNO officials are considering adding the course beginning in the fall 2017 semester. Timm then stated that the Omaha Press Club scholarship had gratefully accepted the board’s proposal of a $2,000 annual scholarship to a broadcasting student. Regarding the NBA Foundation golf tournament, Graig Kinzie reported that our date is set for May 4th at Woodland Hills in Eagle and he encouraged all board members to participate at some level to build on last year’s success.

Patten thanked everyone for their participation before the meeting was adjourned at 12:00 p.m.

**IMPORTANT DATES-NBA CALENDAR**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 31-April 1</td>
<td>Midwest Broadcast Journalists Association Annual Conference—Bloomington, MN</td>
<td></td>
</tr>
<tr>
<td>April 22-27</td>
<td>NAB Show—Las Vegas, NV</td>
<td></td>
</tr>
<tr>
<td>May 3</td>
<td>NBA Board of Directors spring meeting—Lincoln</td>
<td></td>
</tr>
<tr>
<td>May 4</td>
<td>NBA Foundation Annual Golf Tournament, Woodland Hills Golf Course—Eagle</td>
<td></td>
</tr>
<tr>
<td>July 26-28</td>
<td>The Conclave—Minneapolis, MN</td>
<td></td>
</tr>
<tr>
<td>August 15-16</td>
<td>NBA Annual Convention—La Vista</td>
<td></td>
</tr>
<tr>
<td>August 15</td>
<td>NBA Board of Directors Summer Meeting—La Vista</td>
<td></td>
</tr>
<tr>
<td>August 15</td>
<td>NBA Annual Membership Meeting—La Vista</td>
<td></td>
</tr>
<tr>
<td>September 6-8</td>
<td>NAB Radio Show—Austin, TX</td>
<td></td>
</tr>
<tr>
<td>September 14-16</td>
<td>NAB Small Market Television Exchange—Denver, CO</td>
<td></td>
</tr>
</tbody>
</table>
At its winter meeting on February 15th, the NBA Board of Directors voted to induct Craig Eckert and Don Wright into the NBA Hall of Fame as our class of 2017. Our annual Hall of Fame banquet will be held on the evening of Tuesday, August 15th during our 83rd Annual Convention at the Embassy Suites in La Vista.

Eckert was born and raised in St Paul, Minnesota. He became editor of his high school newspaper and enrolled at the University of Minnesota with plans to work for the Minnesota Daily newspaper. Those plans changed during a visit to the student radio station, WMMR. Craig started working at the station and left the University to attend Brown Institute of Minneapolis where he graduated in 1971. Craig’s first job took him to KICS in Hastings, NE. Craig accepted steady promotions resulting in moves to stations in Kansas, Wisconsin and North Dakota before moving back to Nebraska in 1991 to become General Manager of KKPR AM/FM in Kearney. Craig and other investors bought the stations in 1994. As owner and General Manager, Craig grew the company, buying the first radio station he ever worked at - KICS - along with KHAS AM/FM in Hastings. Beyond his tireless passion for coaching talent and grooming future broadcasters, Craig has been an active leader in legislative matters in Nebraska and nationally. Although the ultimate resolution is pending, his testimony in a federal hearing in Philadelphia helped the Radio Music License Committee and SESAC reach agreement as to the terms of a settlement concerning antitrust litigation initiated by the RMLC against SESAC. His regular contact with state and federal legislators has helped shape policy and kept local broadcasting in a place of prominence. A two-time Chairman of the NBA Board, Craig and his wife Carol reside in Kearney.

Wright was born in Meadow Grove, Nebraska. He served in the U.S. Army from 1943 to 1946 and earned his BA from Denver University in 1949 with a degree in Photography, Political Science and Journalism. After returning to Nebraska as a reporter for the Lincoln Star from 1950 to 1953, Don joined KOLN TV when the station signed on in February of 1953 where he worked for 34 years. Hired as a reporter/photographer, Don used his large format camera to shoot black and white stills that aired on KOLN newscasts. Don shot the first pictures of the infamous 1957-1958 murder spree of Charles Starkweather, with his photos used by KOLN and soon by AP and UPI wire services and several magazines. As KOLN moved to 16mm film to document news, Don learned how to shoot stories and operate the film processing equipment. Don was named Assistant News Director in 1961 and at Don’s behest, KOLN purchased more cameras and hired more photojournalists and reporters to deliver the news with continued leaps in technology. In 1981 Don was promoted to News Director and he continued training his rapidly growing staff. Under Don’s leadership and vision, miles and miles of black and white footage burst into color, and then into video, as he moved KOLN from the darkroom to the video era. Don retired in 1986 and resides in Lincoln with his wife MaryLou.

Congratulations to our 2017 NBA Hall of Fame Inductees!
Are you ready to hang some new hardware on the walls of your station lobby or conference room? The NBA is pleased to announce the key dates for our 2017 Pinnacle Awards. Our 2016 competition drew 390 entries and we’re hoping to beat that in 2017. 100% of your entry fees go to the NBA Foundation scholarship fund.

Here are the dates you need to know:

**May 1, 2016 – March 31, 2017:** The dates between which your entries must have aired/appeared. *The window was shortened by one month to allow more time for completion of judging, notification to winning stations, and completion of your convention registration.*

**February 23:** The date on which your entries for “Best Newscast” and “Best Sportscast” must have aired.

**Now through April 10:** The “practice window” is open, to get familiar with the Best in Media website.

**April 19 – May 8:** Entry window!

**August 16:** Pinnacle Awards Banquet at Embassy Suites – La Vista during NBA Annual Convention, sponsored by Pinnacle Bank and Nebraska Public Power District.


**Good Luck!**
UNO Assists NBA in Recording Historical Interviews

A key component of the NBA’s History Project got a power surge recently when our friends inside the School of Communication at University of Nebraska–Omaha agreed to voluntarily record, edit and complete a series of interviews with people who hold terrific knowledge of the history of broadcasting in Nebraska.

Retired NBA member, UNO alumnus and NBA History Project volunteer Neil Nelkin proposed the idea to UNO School of Communication Director Hugh Reilly, Professor Chris Allen and Instructor Jodeane Brownlee. Their immediate response was a very enthusiastic “yes!” Reilly said, “Chris, Jodeane and I are tremendously excited to work with the NBA on these interviews. We have a great appreciation for the history of broadcasting in Nebraska and we see tremendous value in getting our students involved in this project. It will enhance their skills and give them an even greater appreciation for those who have walked before them in our industry.”

The UNO team will engage their students to facilitate recording and editing within their campus facilities. Nelkin and NBA President Emeritus/History Project volunteer Marty Riemenschneider have created a list of notable Nebraska broadcasters to be interviewed, with interviews to begin in the fall semester. UNO has also volunteered to edit and complete an interview recently done with NBA Hall of Fame member Jack Payne, along with another interview with NBA Hall of Famer Joe di Natale, using materials provided by another NBA Hall of Famer and noted Nebraska broadcasting historian, Dr. Larry Walklin of UNL. Completed interviews will be available on a new NBA website in development, focusing on NBA history. If you know of someone you feel should be interviewed for this project, please contact Jim Timm at jim@ne-ba.org.

Additionally, Riemenschneider has begun work on a historical timeline of every frequency that has been issued a FCC license in the state of Nebraska. In addition to frequency, Marty is looking for details on changes in call letters, ownership, network affiliations, format changes, etc. If you have such information for your own station(s) or any others in Nebraska, please send it to Jim Timm at jim@ne-ba.org.

Welcome New Member Stations

KXNB-LP and KJSO-LP
NBA members are welcome to join this important webcast on Wednesday, April 12 at 11:30 AM central time, where the NAB will unveil a new tool kit to assist newsrooms in reporting on race. You need not be a NAB member to participate. Click below to register and to see the agenda and panelists.

NEW DATE AND TIME: April 12, 2017 | Newseum | Washington, D.C.
12:30 p.m. ET Awareness in Reporting Live Stream Begins

Join the Conversation About Reporting on Race

Local radio and TV broadcasters are part of the communities they serve. During times of unrest, they capture and reflect the voices and feelings of those around them. As first informers, trusted reporters, investigators and public servants, local reporters put themselves on the front lines to report up-to-the-minute information. Join an important conversation as broadcasters unveil a new toolkit to assist newsrooms in reporting on race.

- Learn how news directors decide to cover crisis situations.
- Listen to reporters talk about their experiences reporting breaking news.
- Understand how social media has changed crisis reporting.
- Hear about guidelines and recommendations developed by the broadcast industry to assist the corporate offices, news directors, reporters and videographers covering racially sensitive stories.

Visit the NAB website to hear from those who have been on the front lines, view the agenda and list of panelists.

Join the conversation at #AwarenessInReporting.
Prescription painkillers cause more deaths than all other drugs. That’s a cold, hard fact.

Opioid abuse is becoming a scourge across the nation, a scourge Nebraska is not protected from. While some states are dealing with this issue at a crisis level, Nebraska Attorney General Doug Peterson organized an effort last fall to get ahead of this issue before it reaches that level here. This collaborative effort combined many concerned entities who together, have the resources to treat people in need. The only thing missing: a publicity campaign to prevent the spread of this harmful epidemic.

Enter the member stations of the NBA and a “Dose of Reality.” At the request of Attorney General Petersen, the Executive Committee of the NBA Board of Directors gave unanimous approval to airing a pro-bono NCSA/PEP campaign to raise awareness of Opioid Abuse through our member radio and TV stations. The “Dose of Reality” creative was originally done by a Wisconsin ad agency for Wisconsin’s own campaign and then customized for Nebraska. The NBA campaign features two radio messages and three TV messages each with an emotional, real-life approach. Visit www.doseofreality.nebraska.gov to learn more. The NBA thanks our radio and TV members for airing this important campaign—a campaign that can save lives.

NBA President Jim Timm speaks at the “Dose of Reality” news conference, surrounded by (L to R): Dr. Jeffrey Gold, UNMC; U.S. Attorney Deb Gilg; Nebraska Attorney General Doug Peterson, and Nebraska Governor Pete Ricketts.
50 Years Ago - 1967

New NBA President Joe di Natale of North Platte, along with Dave Young (KSID) and Chairman of the 1967 convention committee announced that Sidney is the site of the 1967 NBA Convention, and it will be held at the Motor Hotel Fort.

Steve French has been named General Manager of Omaha radio station KOWH. He was manager of KOIL.

The University of Nebraska School of Journalism (Neal Copple, Director) has announced the NBA will award a broadcast scholarship in the amount of $264.00 for 1967.

University of Nebraska students want to establish a student educational station in Lincoln. Dick Sherman, head of public relations told the University of Nebraska Regents that 7,000 letters of support have been received from students in living units in support of the station.

40 Years Ago - 1977

Dean D. Craun has been named President/General Manager of KHUB, Fremont. He replaces retiring General Manager Glen Ilgenfritz, who has been in that capacity since 1971.

Gary Fries is now General Manager of KOIL/KEFM, Omaha. He was formerly General Manager of WTAY, Springfield, Illinois, prior to its sale by Stuart Stations.

The UNL School of Journalism, in cooperation with the NBA, is offering two conferences in Lincoln. A seminar for third class license (with broadcast endorsement) preparation will be presented by Dr. Tom Spann of the NU broadcasting faculty. Spann holds a first class license. Also, the second Broadcast Media Conference for high school students will feature hands-on operation of equipment in the university radio and television studios, tours of Lincoln stations, and sessions led by broadcast professionals.
30 Years Ago – 1987

Hall of Fame inductees at the 1987 Legislative Banquet in Lincoln honored David W. Young, owner of KSID from 1962-1986 and NBA Hall of Fame member and entertainer Johnny Carson.

KRCK, Omaha’s former underground music station is now available through Cox Cable. It is the latest incarnation of several low-wattage pirate stations created by Chad Stevens. He began at KREG about four years ago at 95.3. He then moved to 108 and changed the call letters to KRCK; few listeners found the station, so he moved back to 95.3. The FCC finally told Stevens to stop operating illegally or face a $5,000 fine.

Roger Moody has been named regional marketing director and Bob Ramsey as program manager at KPTM, Omaha. Moody was local and regional sales manager at WOWT. Ramsey was with WEVV TV, Evansville, IN.

KKAR, 1180 AM, Omaha, will sign on the air in mid-March, according to station manager Steve Brown. Kkar, owned by Mitchell Broadcasting, will provide 24-hour news and info in AM Stereo. The studios are in the LeDioyt Landmark building at 10th and Farnam where sister station KQKQ is located. Bill Murray, former KMTV anchorman will be news director. Brown says the Kkar staff will include at least 17 full-time reporters.

20 Years Ago – 1997

The NBA, in cooperation with the Kansas City office of the FCC has just introduced a service to the broadcasters of Nebraska—to assist in FCC compliance and provide for a three-year exemption from routine FCC inspections. The NBA has contracted with Tom Toenjes, an independent inspector who will do an FCC “alternative” inspection of stations. If no problems are found to exist, the NBA will report compliance to the FCC Kansas City Office and issue stations a Certificates of Compliance.

Julie Gade, an NBA Director and Chair of the Education Committee will present a statewide radio seminar via satellite. The seminar will include: “How to Put Together a Good Presentation in 5 Minutes or 5 Hours” and include content, ideas, graphics and other important information, and “Overcoming Objections,” which will include the only six objections the client can give you. With satellite coordination by Dr. Larry Walklin, viewing sites will be set up to receive the satellite teleconference in seven cities across state.
DICK CAVETT RETURNS TO NEBRASKA

This article was provided by NBA Hall of Fame Member Ron Hull.

Dick Cavett is a true Nebraska son and he has never forgotten his roots. During the past 30 or so years, he has never turned me down when I’ve asked him to come home to help with some project. That includes serving as the Honorary Chair of the Lied Performing Arts project in Lincoln; Dedicate the Mari Sandoz High Plains Heritage Center in Chadron; speaking at the Annual Conference of the Willa Cather Foundation in Red Cloud; speaking in Bancroft at the annual Neihardt Day; being interviewed on stage for a Nebraska Repertory Theatre fund raiser and appearing in behalf of the Lincoln Public Schools Foundation again, helping raise money. He loves his home state.

On February 18th he appeared on the stage of the Lied Center for Performing Arts in Lincoln with Paula Poundstone. They attracted over 1,700 people and judging by the thunderous applause and gales of laughter they received, I would say that 1,700 people went home happy and energized by Dick and Paula’s formidable talents.

On his ABC late-night “The Dick Cavett Show” in January, 1971 he interviewed Nebraska’s Poet Laureate in perpetuity, John G. Neihardt, and almost single handedly created a major resurgence of interest and sales for Neihardt’s Black Elk Speaks. Three years ago he gave the Neihardt Foundation the rights to sell the DVD of that pivotal broadcast. On the 20th of February of this year, the Neihardt Foundation invited Dick to Bancroft for a photo session with him among the newly installed sculptures of Black Elk and Neihardt. That evening at Wayne State College, I interviewed him onstage and we projected 7 clips from some of his shows with guests including Bette Davis, Katherine Hepburn, Gore Vidal and Norman Mailer. The audience in Wayne was totally captured by Dick’s wit and intelligence, and they stopped the conversation many times with laughter and applause.

On Tuesday, February 21st we made our way to Hastings and the Lark Performance hall for the Tom Osborne Leadership Awards night. The committee told us the place was “sold out” and again, Dick’s appearance brought gales of laughter and reams of spontaneous applause. And it wasn’t all comedy – Dick is very forthright in sharing his experience with depression. When I asked him if he cared to share his thoughts about this subject the audience literally leaned forward, intensely listening to his every word. Depression is something many families have had to face and Dick brings true enlightenment and encouragement based on his personal experience.

There is a dimension to Dick’s work not found in other late night hosts and that is his zealous interest in American history. This is reflected by his interviews with all the major players in the Watergate Scandal in his Watergate documentary and with the leading policy makers during the Vietnam war in Dick’s Vietnam War documentary. As President Nixon is heard saying on those famous White House tapes, “Cavett...who is he...isn’t there some way we can screw him?”

This past January I attended his birthday party in New York City. Katie Couric sang to him, “You Made Me Love You”. That, I think, is echoed by every Nebraskan that attended one of his events here in Nebraska in February.
KWBE’s Bryan Cook Recovering from Stroke

The following information was provided by Shannon Cook, wife of KWBE Sports Director Bryan Cook.

Bryan had a hemorrhagic stroke on February 12th. He spent a little over a week in ICU and then was moved to the rehabilitation program at Bryan West and has been there ever since. Bryan lost all movement in his right side, along with his speech and ability to eat or drink. He has spent the last month and a half learning to do everything over again. He does at least three hours of therapy a day and that consists of physical, occupational, and speech therapy. The staff and therapists at Bryan West have been amazing and have helped Bryan come a long way. He has started to get feeling back in his right side, and his speech has come a long way! Now we just need to work on the walking part. The strength is there, it’s just re-learning the coordination it takes to walk. The goal discharge date is next Tuesday, the 4th of April. I’m not sure if we will make that or not. He still has a ways to go with walking and getting around more independently so it’s safe for him to be home. Our community has been amazing and has done fundraisers for us to help with all the costs and have allowed me to be there with him through this journey.

Note from the NBA: Donations to Bryan’s family can be made at any Pinnacle Bank location by referencing the Bryan Cook account.

RADIO INK Magazine Honors NRG Media’s Sharp & Benning, Bahe

NRG Media - Omaha's "1620 The Zone" (KOZN AM) has earned high praise from Radio Ink magazine for two of their popular local sports talk shows. "Sharp & Benning in the Morning" featuring Gary Sharp and Damon Benning, and "Game Time with Nick Bahe" hosted by Nick Bahe, were named among the magazine's Top 35 Local Sports Talk in America for 2016. You can read the complete list from Radio Ink here: http://radioink.com/2016/12/29/top-local-sports-talkers-america/

Congratulations to Gary, Damon and Nick!
NORM ROBERTS RETIRES AFTER 46 YEARS IN RADIO

After 46 years working for a number of Omaha area radio stations, Norm Roberts, aka “Johnny Bobcat” retired as production director for Omaha’s Salem Media Group’s KGBI, KCRO & KOTK in January.

Norm’s radio career began at the University of Nebraska at Omaha campus station, then KRNO, in 1970. Norm was born in Fremont, Nebraska and is a veteran of a number of Omaha radio stations, having worked in a variety of formats and positions, including Production Director, DJ, Music Director, News Anchor/Director, Traffic Reporter and Talk Show producer. Norm’s past stations include: KHUB, KLNG, KOOO, KEFM, KZFX, KFAB, KGOR, KQKQ, KVNO, KKAR, KEZO, and KOIL. Before joining Salem Media Group, he was heard nationally with Dial-Global Networks. A 2002 inductee into the Nebraska Radio Personalities Hall of Fame, Norm’s retirement will include writing songs, playing guitar and bass guitar in several classic country bands, plus an acoustic pop duo which primarily entertains at local senior living facilities. The NBA congratulates Norm on a terrific radio career!

UNO MAVRADIO STUDENTS PILE UP AWARDS AT BEA CONTEST

The University of Nebraska at Omaha’s college radio station, MavRadio.fm, earned top honors in the 2017 Broadcast Education Association’s national college radio and television contest held earlier this year. MavRadio General Manager Noah Sullinger said, “It’s an incredible honor to be selected as a BEA award winner, especially considering the caliber of competition throughout the country. As a station, MavRadio put up their all-time number for total recognitions, a number that speaks volumes about the talent and ability of this group.” The Festival of Media Arts competition received approximately 1,500 entries from 175 colleges and universities this year.

Here is a list of this year’s award winners from UNO:


Sound Engineering and Production Category: 1st Place: Gonzalo Avalos

Comedy or Drama: 2nd Place: Cole DeWispelare; 3rd Place: Marti Vaughan

Music Video Category: 3rd Place: James Zanders & Zachary Padilla

PSA, Promo or Commercial: Award of Excellence: Lyle Kwiatkowski

Radio Feature Reporting Category: Award of Excellence: Andy Prescott

Congratulations to these future broadcasting professionals!

www.ne-ba.org | 402.933.5995
**IN MEMORIAM: GALE TOTTEN,**
**FOUNDER OF SBE CHAPTER 74 OF THE MIDLANDS**

Gale Totten, 95, passed away on November 3, 2016. In April of 1964 during the NAB convention in Chicago where the first national SBE (Society of Broadcast Engineers) meeting was held, Gale became a charter member of the SBE. It wasn’t until October 22, 1979 that the first chapter meeting was held at the Nebraska Room of what was then the Royal Inn at 108th and “L” Street in Omaha. Around 40 engineers attended that meeting and Gale served as the acting Chapter Chairman and conducted that first meeting. From that meeting, SBE Chapter 74 was formed and the chapter has continued to grow thanks to Gale Totten’s efforts dating back to 1979.

Gale’s broadcast career began in 1950 when he was Chief Engineer for KJAY and later WIBW TV in Topeka, Kansas. In 1960 Gale moved to Omaha and became Chief Engineer for KFAB. In 1968 he became Chief Engineer for KMTV, then later was named Vice President of Engineering for May Broadcasting Co. In later years Gale was named Assistant Director of Engineering for Nebraska Educational Television in Lincoln.

*The NBA thanks past SBE Chairman Jim Leedham of Salem Media Group-Omaha for this information on Gale.*
All proceeds support the NBAF Scholarship Fund, helping Nebraska college and high school students pursue broadcasting degrees and careers.

- 4 person teams
- Best ball format
- $100 per player includes:
  - Gift bag
  - Lunch at the turn
  - Flag prizes

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

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

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

REGISTER NOW at: https://form.jotform.com/70248130267148
How Good Salespeople Become Great Ones

By Jeff Beals

The legendary John D. Rockefeller famously said, “Don’t be afraid to give up the good to go for the great.”

The struggle to move from good to great has captured the imagination of ambitious people for centuries if not millennia.

And it’s not just individuals. Good companies have long fixated on achieving greatness. In 2001, Jim Collins wrote his best-selling book, Good to Great, which changed the way executives talk. For example, “get the right people on the bus,” is now firmly rooted in the global lexicon of business.

In the book, Collins asked big questions... Why do some companies do well when a similar competitor languishes? Why do some companies transition from being merely successful to being truly great? What traits separate the good from the great?

I like to ask similar questions about individual people especially those who sell things for a living – Why do some sales professionals race to the top right away while others spend 40 years wallowing in mediocrity? Why do 20 percent of sales reps win 80 percent of the business?

After studying great sales people, I’ve come up with a list of things that can turn you from good to great:

The Foundational Stuff – For starters, the great ones have mastered all the things that “good” sales people do such as working hard, overcoming prospecting reluctance, ethics, professionalism, time management skills, self-confidence, maintaining good records, etc.

Attitude – Top producers religiously abide by three words: responsibility, authority and accountability. They accept total responsibility for their lives and careers, they know they have the authority to carry out their responsibilities, and they are 100-percent accountable for whatever happens. If they succeed, they graciously accept credit and never chalk it up to “luck.” If they screw up, the take full responsibility even if they got a raw deal. They never blame, and they refuse to be victims.

Creativity – Successful sales pros think of good things to sell and then find the right client for the idea. Top producers often put the idea of making a purchase in the would-be client’s head long before he or she would have thought about it on their own. Don’t wait for the ideal customer to come to you; proactively create new clients.

Persistence – In today’s crazy world in which many of your clients are simply too busy to talk to you, it commonly takes 10 or more email and voice mail messages before you reach someone. Don’t give up.

continued on next page
Quick Thinking – Many deals almost die as you near closing time because of some last-minute “crisis.” This is where outstanding salespeople shine. Think on your feet, come up with alternatives, get the two sides to come to the table and don’t panic.

Listen Intensely – To be a top producer, you have to listen and truly hear. It’s generally best to listen twice as much as you talk. Great sellers don’t script questions; instead they write down the information they need and then ask the prospect whatever probing questions are necessary until they have all that info.

Extensive Product Knowledge – A great sales pro knows what he or she sells. If there were “Ten Commandments of Selling,” one of them would definitely be, “Know Thy Market.” You need to be able to rattle of facts quickly and know the product intimately enough to answer the detailed questions that come deep in the selling process.

Speed Kills – Now that consumers can find information instantaneously, they expect super-quick service even when dealing with complicated, B2B purchases. Responding to emails/voice mails within 24 hours simply isn’t fast enough anymore. We must be as responsive as possible.

Think Long Term – Great sales reps realize that a short-term or self-serving gain is never worth the long-term price. There’s an old saying that goes, “Client before commission.” Those who follow this never seem to have trouble making a lot of commission in the end.

Constantly learning – To be a top-one-percenter in sales, you must constantly learn. Top producers are always looking to improve, always looking for an edge. They also hunt for new technologies that can make them more efficient or differentiate them from the pack. Also seek out mentors and coaches.

Think Big – The smaller the deal, the bigger the headache. Don’t waste much time on deals that pay very little. Time is the single scarcest resource in the world. Use your time in such a way that delivers the biggest bang for the buck.

Specialization – Drill deep in order to go broad! Those reps who become experts and spend at least 75% of their time in one specialty area, almost always do better than the generalists. People pay a premium for true subject matter experts. It’s why surgical physicians bring home more money than general practitioners.

You can see Jeff Beals LIVE at the NBA Annual Convention on Wednesday, August 16!
Nebraska New Car & Truck Dealers Association
Is sponsoring a seminar for all licensed dealers (new and used) ……

2017 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 402-475-1979

<table>
<thead>
<tr>
<th>Mark “X” at selected date/location</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, May 9</td>
<td>Gering Civic Center, 1050 M Street, Gering</td>
</tr>
<tr>
<td>Wednesday, May 10</td>
<td>Sandhills Convention Center/Quality Inn, I-80 &amp; So. Jeffers, North Platte</td>
</tr>
<tr>
<td>Thursday, May 11</td>
<td>Quality Inn &amp; Conference Center, I-80 &amp; US Hwy 281, Grand Island</td>
</tr>
<tr>
<td>Friday, May 12</td>
<td>Divots Conference Center, 4200 W. Norfolk Avenue, Norfolk</td>
</tr>
<tr>
<td>Tuesday, May 23</td>
<td>Country Inn &amp; Suites, 5353 N. 27th Street, Lincoln</td>
</tr>
<tr>
<td>Wednesday, May 24</td>
<td>Hotel RL (formerly Ramada Plaza/Coco Key Water Resort), 3321 S. 72nd Street, Omaha</td>
</tr>
</tbody>
</table>

Name (type or print plainly) | $10.00
Title

Name (type or print plainly) | $10.00
Title

Name (type or print plainly) | $10.00
Title
TOTAL: $________

DEALERSHIP: ____________________________
ADDRESS: ______________________________
PHONE: ____________________ E-MAIL: ________________________
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:

April 17
May 22

June-December 2017 dates are pending.

All times 2 PM Central/1 PM Mountain unless otherwise noted; subject to change depending on Governor’s schedule.

NEBRASKA EMERGENCY ALERT SYSTEM 2017

All RMTs 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:

| April 18 | 11 PM | September 19 | 10 AM |
| May 16  | 10 AM | October 17  | 11 PM |
| June 20 | 11 PM | November 21 | 10 AM |
| July 18 | 10 AM | December 19 | 11 PM |
| August 15 | 11 PM |

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
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.