HUNDREDS CELEBRATE NBA’S 85 YEARS AT ANNUAL CONVENTION

A record **564 people** registered for our **85th Annual Convention** held in La Vista on August 13th and 14th. This amazing event, often referred to as our “single biggest member benefit,” featured a great lineup of speakers on a terrific array of topics. Members enjoyed presentations that inspired new thinking and events that recognized some of the many outstanding broadcasters in our membership.

Our Hall of Fame banquet honored **Steve Altmaier, Ken Fouts** and **Kent Pavelka** as our respective 103rd, 104th and 105th inductees. Governor **Pete Ricketts** presented their HOF plaques in front of a wonderful gathering of colleagues, family and friends.

![Altmaier, Gov. Ricketts, & Roblin](image1)

![Roblin, Fouts & Gov. Ricketts](image2)

![Gov. Ricketts, Roblin, Pavelka & Timm](image3)

Wednesday’s **Keynote Luncheon** was a game show-styled lesson on our First Amendment with **Ken Paulson**. The best of the best in Nebraska broadcasting – as judged by members of the Indiana Broadcasters Association – were honored during our annual **Pinnacle Awards banquet** that evening. 200 people witnessed the presentation of over 100 different awards to our professional members and our future broadcasters from the college and high school ranks. Emcee **Brandi Petersen** added a tremendous flair to the presentation as Miss Nebraska USA 2019 **Lex Najarian** presented the plaques to each of our Gold award winners. We celebrated with the NBA’s 85th birthday cake and played musical chairs to conclude the evening, with $800 in cash and $250 in Nebraska Lottery scratch tickets awarded to our lucky contestants.

![Ken Paulson](image4)

Education and Inspiration are the evergreen goals of our convention sessions and workshops. Based on attendee feedback from last year, our Convention Committee continued our schedule of more and shorter sessions. NBA managers had a productive Tuesday afternoon, taking in a legal and regulatory update from NBA federal counsel **John Wells King** and NAB Government Relations VP **Josh Pollock**. That was followed by a
Convention — Continued

presentation on Managing Millennials from Chuck Underwood and a session on “How to Win the War for Talent” with Laurie Kahn. Our Annual Business Meeting immediately followed before a reception for station owners and general managers was held in our exhibitor area.

Based on member feedback, we started Wednesday’s concurrent sales sessions with separate presentations for Radio and TV salespeople. Jeff Schmidt from the Radio Advertising Bureau presented sessions on digital sales and selling long term contracts. Brian Allers and Brad Seitter from the Television Bureau of Advertising delivered presentations on digital sales and automotive sales. Over 60 members of our local chapter of the Society of Broadcast Engineers enjoyed a full day of presentations on a variety of engineering and technology topics.

More concurrent sessions filled the afternoon, with newsroom members hearing from RTDNA President Dan Shelley and hearing how to do investigative reporting on a budget from I.R.E.’s Patti DiVencenzo. Radio Programming personnel heard from industry veteran Tracy Johnson on how to “IZE” their content and becoming a “Content Superhero.” Salespeople and sales managers got a new take on closing more sales from L’areal Lipkins, followed by an energy boost from Aaron Davis on the mindset required to perform like a “Champion Sales Pro.”

As if that wasn’t enough, we capped the afternoon with our first-ever “NBA Networking Lounge.” This reception allowed all attendees to network and idea share with members from all across the state while enjoying a refreshing beverage.

On behalf of the NBA Board of Directors and our Convention Committee, thank you for participating in our 85th Annual Convention! Our Convention Committee will be meeting soon to set the agenda for 2020 (August 11 & 12 in Lincoln). You are encouraged to email your suggestions for session content and speakers to jim@ne-ba.org.
CONVENTION PHOTOS — HALL OF FAME BANQUET
CONVENTION PHOTOS — KEYNOTE LUNCHEON/NETWORKING LOUNGE
CONVENTION PHOTOS — PINNACLE AWARDS BANQUET

More photos can be found at https://www.dropbox.com/sh/oj23ohqx0a861kd/AAAJSOWOI3dDIm-
Federal Legislative Update

Two key issues remain in the spotlight:
- **Performance Tax on Radio stations**
- **Neglected TV Markets & STELAR reauthorization**

The “Local Radio Freedom Act” (LRFA) continues to be a powerful tool to show the record industry that Congress has enough members to oppose their proposed “Performance Tax” on radio station revenues. Performers have long valued radio airplay and the fortunes created as a result. As of this writing, the LRFA has **192** co-sponsors in the House and **24** in the Senate. We thank Nebraska Congressmen **Don Bacon, Jeff Fortenberry** and **Adrian Smith** and Senator **Deb Fischer** for renewing their co-sponsorship of the “Local Radio Freedom Act.”

30 years ago, the Satellite Television Extension and Localism Act Reauthorization (STELAR) was a well-intentioned piece of legislation to help nascent satellite TV companies better compete with big cable monopolies at a time when millions of Americans could not receive their local broadcast stations over the air, from cable or satellite. Since then, technology has eliminated the need to import out-of-market stations to consumers. But here in Nebraska, **North Platte** and **Scottsbluff** remain among the 12 neglected markets where local stations are still not offered by DirecTV. We believe Congress should allow STELAR to expire on December 31, 2019 and have asked Senators Deb Fischer and **Ben Sasse** along with Congressman Smith to support our request. NBA board Chair **Ariel Roblin** (KETV) and director **Shannon Booth** (KOLN/KGIN) participated in a NAB-led “fly-in” on this issue in July, appealing to our federal delegates to let STELAR sunset.

State Legislative Update

Looking ahead to 2020, property tax relief remains high on the mind of Nebraskans. We will keep a close watch on any attempts to repeal the tax exempt status of advertising. We will also monitor the potential return of the “Winner Take All” Electoral College bill and any other issues that would concern our membership.

To learn more about any of these issues, contact Jim Timm at jim@ne-ba.org or 402-933-5995.

These and other annoying consumer issues were addressed by officials from the FCC during a series of meetings with consumers and local government officials as part of the “FCC Rural Tour” that visited parts of Nebraska and Kansas in the week of September 16th.

FCC Chairman Ajit Pai participated in some of the meetings, which included stops in West Point, Fremont, Valley, Nebraska City and Beatrice. Mike Snyder, Director of Media Relations for the FCC’s Consumer & Governmental Affairs Bureau, praised Nebraska broadcasters for their advance publicity of the meetings as well as for the interviews and coverage provided during and after each meeting.
A summary of the NBA Board of Directors summer meeting held in La Vista on August 13, 2019.

Chairperson Ariel Roblin called the meeting to order at 9:01 a.m. Minutes from the May 1, 2019 meeting were approved.

Secretary-Treasurer Ami Graham presented the financial statements for April, May and June, 2019, which were approved. Regarding NCSA income, a document showing a 13-year history and contracted partners for the next 12 months was distributed. A motion was approved to raise NCSA prices by 5%. Representatives from our lead investment partners provided updates on our respective investments. A motion was approved to make a $10,000 contribution to the NBA Foundation and to add $50,000 each to our investments with RBC and NML.

Legislative/FOI: Roblin and President/Executive Director Jim Timm reviewed the latest news on federal issues of concern, including STELAR and the proposed radio Performance Tax. Timm reviewed the state legislative matters to be monitored in the next session, including the ongoing watch for a potential ad tax and “Winner Take All.”

Member Services: Roblin reported that a member survey will be sent to each SEU in the coming weeks to gather input on how much our members value each of the benefits and services currently offered, along with seeking input on potential new member benefits for the board’s consideration.

Convention: Timm reported that total registration is up over last year, with sponsorship income at a record high and total convention income near a record high.

Hall of Fame: Timm noted the January 13, 2020 deadline for new nominations.

Public Service: Timm said the Governor’s Call-In Show continues to get consistent call volume.

History Project: Timm stated that work on the organizing of history files and pending NBA History website has been on hiatus due to convention preparations and other action items.

Future Talent: Timm reported on recent and upcoming high school media conferences and camps and said he will work on updating the ChannelYou videos after post-convention action items are completed.

New Business: Roblin thanked retiring board members Scott Poese and David Kelly for their service to the association. Roblin and Timm outlined a recent member inquiry regarding NBA Foundation funds, the NBA’s long range financial plan, and the offering of Spanish TV to NCSA partners. There was discussion, resulting in the approval of a motion to allow the incoming Chairman to facilitate a review of the member survey feedback on NBA benefits and services at a meeting that will precede our pending fall board meeting.

Roblin thanked everyone for their accomplishments over her past year as Chair. The meeting adjourned at 12:46 p.m.

Post open positions FREE on our NBA Careers Page. Contact Jim Timm at Jim@ne-
At the NBA’s Annual Business Meeting on August 13 in La Vista, members in attendance recognized retiring board members while approving a new slate of officers and directors. **Chairperson Ariel Roblin** thanked two outgoing board members for their service. **Scott Poese** of KBRX AM/FM in O’Neill served as a director beginning in 2016. **Past Chairman David Kelly** of KTCH/KCTY in Wayne served as a director and officer starting in 2014. **Chairman Elect Graig Kinzie** of KBRB AM/FM in Ainsworth then honored outgoing Chair Ariel Roblin, recognizing her tremendous leadership over the last 12 months.

The following slate of officers and directors was approved for our 2019-2020 operating year:

<table>
<thead>
<tr>
<th>Officers:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Chairman of the Board</td>
<td>Graig Kinzie</td>
</tr>
<tr>
<td>Chairperson Elect</td>
<td>Mark Jensen</td>
</tr>
<tr>
<td>Vice Chairman</td>
<td>Ami Graham</td>
</tr>
<tr>
<td>Secretary-Treasurer</td>
<td>Dennis Brown</td>
</tr>
<tr>
<td>Past Chairperson</td>
<td>Ariel Roblin</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Directors, Broadcast:</th>
<th>Term Concludes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shannon Booth*</td>
<td>Gray Television, Lincoln/Hastings/North Platte</td>
</tr>
<tr>
<td>Roger Moody</td>
<td>KLKN TV, Lincoln</td>
</tr>
<tr>
<td>Chuck Schwartz</td>
<td>KNEB AM/FM, Scottsbluff</td>
</tr>
<tr>
<td>Larry Forsgren</td>
<td>KMTV, Omaha</td>
</tr>
<tr>
<td>Jessie Johnson</td>
<td>KKPR/KXPN, Kearney</td>
</tr>
<tr>
<td>Angela Stenger**</td>
<td>Flood Communications, Norfolk</td>
</tr>
<tr>
<td>Lewys Carlini</td>
<td>Eagle Communications, North Platte</td>
</tr>
<tr>
<td>Mark Onwiler</td>
<td>KNTK FM, Lincoln</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Director, Associate:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Todd Murphy</td>
<td>Universal Information Services, Omaha</td>
</tr>
</tbody>
</table>

**Directors and Officers currently on the board were not voted on at the Annual Meeting; only the position of Secretary-Treasurer and the addition of proposed new directors with terms to conclude in 2022 are being voted on.**

**Notes:**  
* Booth is filling the seat vacated by Vic Richards and will be eligible for a new, three-year term to follow.  
** Stenger was eligible for a new, three-year term after filling the seat vacated by Susan Ramsett (ending in 2019).
Meet Your NBA Chairman of the Board

Graig Kinzie, owner and general manager of KBRB AM & FM in Ainsworth, will serve as Chairman of the NBA board of directors until August of 2020.

Birthplace: Ainsworth, NE

My family: My wife Stephanie, son Jaxon, 9, and daughter Vivian, 1. My wife is the administrator of the local nursing home.

Why I love living in Nebraska: There really is no place like Nebraska. The friendliness of the people, the open spaces, the outdoor recreational opportunities, a steady economy, all contribute to making this the best place in the country to live, work and raise a family.

Favorite vacation spot: Several of my family members try to get away about every other year for a week of king salmon, halibut and ling cod fishing in Alaska on the Kenai Peninsula. It feels like a different country, but you don’t need a passport and you don’t have to change currency! The landscape is truly amazing, and for a die-hard fisherman, hooking a 40-pound king salmon or a 150-pound halibut is quite a change from bluegill and bass fishing in Nebraska.

Favorite food: Unfortunately, I am probably too big a fan of several food ethnicities! During broadcast functions, we typically never pass up a chance for Cajun at Buzzard Billy’s, but overall, there is probably nothing that beats a Sandhills-raised ribeye or New York strip on the wood-fired grill.

Most unique little-known fact about me: I was born without a sense of smell. Over the years, I have determined this to be a strength, not a weakness!

Number of years in Broadcasting: After starting at age 16, the math tells me I have been in radio for 23 years, but I had a six-year hiatus by going to the “Dark Side” and taking a job in newspaper at Ogallala out of college, serving as the sports editor and later as the news editor. I purchased KBRB Radio in Ainsworth in 2008 from Hall of Famer Larry Rice at age 28. So, I believe this is officially my 17th year broadcasting in Nebraska.

First job in the business: I started as an on-air operator for KBRB under Hall of Fame owner Larry Rice as a high school sophomore. Larry always hired three or four high school students to run the board on evenings and weekends, and several of his hires stayed in the industry. He allowed me to do play-by-play during high school girls basketball my junior and senior years, which really stoked my love for radio.

Best career advice I’ve ever received: Larry Rice told me when I started that you won’t get rich in small-market radio, but you can make a major difference in the communities you serve. That is 100 percent true (both parts!), and knowing you are helping your area of the state stay informed and entertained is extremely satisfying.

Continued Next Page
**Why I love this business:** The variety. Where else can you go from talking about severe weather, to what happened at the local school board or city council meeting, to calling play by play for a high school sports team? Every day is new.

**If I could change one thing about our business:** I really want to fight the perception that traditional media is dying. Radio and television are as relevant in the media landscape today as they have ever been. I don’t care about the newest technology out there, or whatever social media company is the latest flavor of the month. When it comes to providing LOCAL information, nothing beats radio and television, and as long as broadcasters keep their content locally produced and locally relevant, there will always be a place for us.

**I enjoy serving on the NBA board because:** Nebraska has one of the most well-run and financially stable associations in the country. The initiatives the NBA has undertaken just during my years on the board, including expanding our political exposure, addressing a lack of broadcast engineers, and encouraging the next generation of broadcasters by supporting scholarships and media camps for high school and college students, have been a success, even if there is more that can be done. I encourage all members, if there is ever an issue you would like to have the board address, to contact me at kbrb@sscg.net or by calling 402-387-1400. Thank you for being a member of the Nebraska Broadcasters Association, and I look forward to serving the association this year as chair.

**“THINK F1RST” CAMPAIGN DISTRIBUTED NATIONWIDE**

The NBA’s efforts to increase understanding of our First Amendment have taken on a national flavor.

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

The NBA thanks the many member stations who are supporting this campaign!
The NBA is pleased to recognize Cathy Blythe, Ariel Roblin and Dave and Patti Thorell as the newest donors to our NBA Foundation “Chairman’s Club.” Chairman’s Club donations directly support our college and high school scholarship programs. Pledges can be paid in full or in installments. Contact Jim Timm at jim@ne-ba.org for more information.
MORE MEMBER BENEFITS: FREE WEBINAR SERIES CONTINUES

The NBA has expanded our training support through a series of FREE Thursday webinars, produced by the Michigan Association of Broadcasters.

These webinars continue to cover a variety of topics. Here’s the remaining 2019 schedule:

**October 17**th: **“Scarce Talent: Recruiting and Hiring Better Salespeople”**
*Presented by Chris Lytle (Instant Sales Training)*

**November 21**st: **“Preparing for the 2020 Elections” – Political Advertising**
*Presented by David Oxenford (Wilkinson Barker Knauer LLP)*
*and Bobby Baker (FCC)*

Watch your inbox for registration details!

2020 EEO SCHOLARSHIP PROGRAM DETAILS COMING SOON

Watch your inbox for details on year two of the current two-year cycle of the NBA’s EEO Scholarship Program.

Participating SEU’s earn EEO credit while helping fund the college education of potential future broadcasters!
EAS FALSE ALERT REPORTING RULE NOW IN AFFECT

On Tuesday, July 23rd, 2019 the False Alert Reporting Rule became effective. From this point on all EAS participants are required to report false alerts that they have sent to the FCC. Here is the rule as adopted by the FCC:

"False Alert Reporting: Pursuant to section 11.45(b), an EAS Participant must inform the Commission if it discovers that it has transmitted a false alert. This rule provides that: No later than twenty-four (24) hours of an EAS Participant’s discovery (i.e., actual knowledge) that it has transmitted or otherwise sent a false alert to the public, the EAS Participant must send an email to the Commission at the FCC Ops Center at FCCOPS@fcc.gov, informing the Commission of the event and of any details that the EAS Participant may have concerning the event."

COLLEGE SCHOLARSHIPS: MORE MONEY, OCTOBER 25 DEADLINE

With the goal of better supporting Nebraska college students who appear most likely to seek jobs in radio or television, the NBA Board of Directors recently approved an increase in the dollar amount of our NBA Foundation college scholarships for the 2019-2020 academic calendar year.

A Marty Riemenschneider scholarship now pays $5,000 (up from $3,500); a Dick Palmquist scholarship now pays $3,500 (up from $2,500), and our NBA Foundation scholarship now pays $2,500 (up from $2,000). The board has established a total annual pool of up to $25,000.00, with the number of scholarships and total dollar amount awarded each year the board’s discretion based on application quality and quantity.

Check it all out here: http://www.ne-ba.org/nbaf_scholarship.php

The 2019-2020 academic year deadline for applications is 4pm (Central) Friday, October 25, 2019. All applications and required materials must be received in the NBA office by this date and time.
Greetings from soggy north central Nebraska.

For those of you I have yet to meet, I am happy to introduce myself as this year’s Nebraska Broadcasters Association Board Chairman. I own and operate KBRB Radio in Ainsworth, purchasing the stations from NBA Hall of Famer Larry Rice in 2009 after working for Larry as a high school student in the mid to late 1990s. My wife, Stephanie, and I have two children – Jaxon, age 9, and Vivian, who just celebrated her first birthday.

I am honored to serve as the chairman of this fantastic association, especially this year. There is no better example of the vital importance of our industry than when emergency situations arise, and the state has had more than its share of those situations in 2019.

The work of broadcasters during the statewide flooding and blizzard in March, and the many floods the state has since endured, has undoubtedly saved lives. The forewarning broadcasters provided to the public, the coverage during the flooding, and the work to raise funds for victims in the aftermath, made a huge impact. If there were instances of social media companies providing that live coverage, it apparently wasn’t reported by our association’s members.

Unfortunately, it sometimes takes a major catastrophic event to remind people of the importance of traditional media like television and radio. Our industry is not only the first place the public turns for critical information, it is the first place public officials and emergency responders go to warn people of imminent danger. Our industry has answered the call, and station employees, managers and ownership will no doubt be there to answer the call the next time.

Thanks to each of you for the work you do during these emergencies. It is the essence of who we are as broadcasters, and the most shining example of the responsibility that has been given us as caretaker of the public’s airwaves.

The NBA board of directors will continue to guide the association through a variety of issues at both the state to federal levels. Several years ago, the board emphasized enhancing its political exposure to both the Nebraska Legislature and our federal representatives. Jim Timm has put in an unwavering effort to meet with both state and federal elected officials, and is on a first-name basis with all of our federal congressional delegation and numerous members of the state legislature.

Our board also emphasized increasing its support of youth considering a career in the broadcast industry. In essence, the board has made it a goal to reintroduce the “cool factor” of television and radio to high school and college students who have grown up with the Internet and social media at their fingertips 24-7 (and who have no recollection of Nebraska being good at football).

Continued Next Page
Thank you for your continued membership in the Nebraska broadcasters Association!

The association has supported scholarships for college students for years. This year, the board opted to provide resources to assist high school seniors interested in a broadcast career with scholarship and internship opportunities.

Our board is a steward for the association’s finances, and I am happy to report Nebraska is among the very best associations in the country when it comes to financial solvency. The board plans to discuss a long-term fiscal plan during its November meeting.

I welcome input from any member relating to suggestions or issues for the board to consider. I am available to you by phone at 402-387-1400 or by email at kbrb@sscg.net.

---

**NBA ACCEPTING HALL OF FAME NOMINATIONS FOR CLASS OF 2020**

Do you know someone who deserves to be in the NBA Hall of Fame? Perhaps a current or former colleague or mentor, or someone nominated many years ago?

The NBA is accepting new and “re-nominations” for our Hall of Fame Class of 2020 which will be voted on at the NBA Board of Directors Winter meeting. Those elected will be inducted at our annual Hall of Fame banquet on August 11, 2020, during the 86th Annual NBA Convention in Lincoln.

All new nominations and “re-nominations” are welcome through **January 13, 2020**.

Click here for complete details: [http://www.ne-ba.org/hof/](http://www.ne-ba.org/hof/)
WOWT TV (NBC – Omaha, owned by Gray Television) recently celebrated its 70th anniversary on the air. Nebraska’s first television station first signed on August 29, 1949 as WOW-TV, which grew out of WOW radio. The station became WOWT in 1975 with a change of ownership, maintaining call letters starting with a ‘W’ which is rare west of the Mississippi River.

The station reflected on how it has employed people who became national figures. They include Johnny Carson who hosted a program called “The Squirrel’s Nest,” Steve Bell who went on to host “Good Morning America,” and Don Keough who went on to become president of Coca-Cola.

WOWT Vice President & General Manager Andrew Stewart said, “We are pleased to have the opportunity to serve our community for 70 years! WOWT has a strong legacy of providing relevant news and entertainment programming to our viewers. We take that role seriously and are thankful to our neighbors in Nebraska and Iowa for 70 wonderful years.”

The Nebraska Rural Radio Association Board of Directors recently announced that Tim Marshall will become the new CEO/ General Manager of the company effective January 1, 2020. Tim will succeed Craig Larson who announced in March his plans to retire at the end of the year.
Standard Media Group closed on its’ purchase of KLKN TV (ABC – Lincoln) from Citadel in early September and named Kern Dant as general manager, replacing the retiring longtime GM and NBA Hall of Fame member Roger Moody.

“1620 The Zone” (KOZN – Omaha, owned by NRG Media) recently announced their new lineup of local sports talk show hosts. Mike’l Severe returns after a five-year absence and joins long-time morning co-host Damon Benning on “Severe and Benning in the Morning.” Former morning show co-host Gary Sharp moves to the midday slot recently vacated by Nick Bahe who left to pursue his national broadcast opportunities. KOZN’s afternoon show “Unsportsmanlike Conduct” continues with John Bishop and Josh Peterson.

Two longtime, highly regarded Omaha engineers have recently retired. Dick Dennis retired from KIOS (Omaha Public Schools) after 27 years. Dick is also known for having assisted countless broadcasters over his many years in the field. NBA Hall of Fame inductee Mike Gann recently retired from KMTV (Omaha, owned by E. W. Scripps Company) after more than 40 years as a television and radio engineer. Gann is also known for mentoring and assisting other broadcasters throughout his career.
NBA Members In the Spotlight—Continued

At Alpha Media in Lincoln, veteran market manager Julie Gade has announced her retirement effective September 30th. Gade, a past NBA Board Chair, is widely respected for her passion for radio and mentoring of countless Nebraska broadcasters throughout her career. Local sales manager Katie Philippi has been tabbed to take over as market manager of the six-station cluster.

KIOS FM (Omaha Public Schools) recently celebrated its 50th birthday with an open house that drew over 700 people to Omaha’s Joslyn Art Museum. Dignitaries that joined the celebration included nationally renowned broadcast journalist Susan Stamberg of NPR. The station’s staff has created several hours of retrospective features on their history that can be found at www.kios.org.
“Real Journalism” was the theme as 160 high school students from across the area attended July’s annual Summer Camp of the Nebraska High School Press Association (NHSPA), held at the University of Nebraska - Lincoln.

The video track attracted 10 students this year, where they spent three days enhancing their skills under the guidance of Instructors from Striv. As part of their experience, the campers were welcomed by KOLN/KGIN TV’s Mikel Lauber and Amber Smith who provided a station tour, Q & A session and the opportunity to sit in on that afternoon’s news staff meeting.

The NBA thanks KOLN/KGIN and Striv for their work with the students, and is proud to have provided two full camp scholarships and the t-shirts that every camper received.
1969 - 50 Years Ago

The NAB radio board has elected Richard W. Chapin, Executive VP of Stuart Broadcasting, as its new Chairman. Chapin will preside over board meetings as well as serving on the executive committee, which assists in shaping NAB policies. A native Lincolnite and UNL graduate, he began his broadcasting career when he joined KFOR in 1953. He has held several previous positions with the NAB.

1979 - 40 Years Ago

After 43 years of home service programs in newspaper, radio and television, Martha Bohlsen is retiring. Her program is aired on ten radio stations and five television stations. It is carried non-commercial on 27 radio stations.

Ron Hull, program manager of the Nebraska Educational Television Network, has been appointed by President Jimmy Carter as a member of the Advisory Committee on the Arts for the John F. Kennedy Center for the Performing Arts. He is the only representative of public broadcasting among the 89 persons appointed to this committee.

Dean Craun announces that the FCC has approved the application of KTCH, Wayne, for technical improvements. AM will go from 500 to 2,500 watts. FM will add a tower and increase height of the present tower.

1989 - 30 Years Ago

KFOR AM/KFRZ FM, Lincoln has been sold by Summit Communications Group to Arrow Communications, Inc. for $6.6 million in cash. The licenses of KTTT/KWMG, Columbus, have been assigned from Columbus Broadcasting Systems, Inc., to Husker Broadcasting, Inc., for $850,000.

WOWT TV -Omaha names Pat Persaud as Co-Anchor with Gary Kerr for the newscasts at 6 and 10 p.m., and reassigns Mike McNight from Chief of WOWT’s State Bureau in Lincoln to Senior Correspondent, responsible for the station’s series “Cover Story”.

continued on next page
1999 - 20 Years Ago

KCNI celebrates 50 years on the air. On September 28, 1949, KCNI 1280 AM went on the air in Broken Bow. The call letters were chosen to best represent owners Bud and Georgia Crawford’s goals: Keeping Central Nebraska Informed. Bud and Georgia worked to bring radio to Custer County until Bud’s death in 1954. Georgia continues their work and was the only female owner and manager in the state for many years. In 1978, she was honored as the first woman to be inducted in the NBA Hall of Fame. Dave Birnie is the fifth manager in the fifty-year history of the station.

2009 - 10 Years Ago

The Nebraska Broadcasters Association celebrated its 75th Anniversary at the annual convention in Omaha. Pictured below, Chairman Dennis Brown, KCSR/KBPY, Chadron receives a proclamation from Governor Dave Heineman during the Hall of Fame ceremony.

KOZN’s Kevin Kugler has announced his transition from on air at “The Zone” to the National Football League as a member of the play-by-play broadcast team for the upcoming season. He will host alongside color analyst Mark Malone on Westwood One’s Radio Networks on Sundays.
State broadcast associations provide member judges for each other’s annual awards competitions. This year, the NBA was assigned to judge the Maine Association of Broadcasters Association entries. The NBA thanks the following members for volunteering their time to judge the work of their peers.

**Radio:** Brad Beahm (Platte River Radio – Hastings/Kearney); Bill Boyer (KNEB AM/FM, Scottsbluff); Charlie Brogan (KFOR – Lincoln); Nancy Finken (NET - Lincoln); Ami Graham (NRG Media - Lincoln); Mark Jensen (MWB Broadcasting, Broken Bow/Ord); Erik Johnson (iHeart Media – Omaha); Jessie Johnson (Platte River Radio – Hastings/Kearney); Laurie Lee (UNL); Barney McCoy (UNL); Kate McGuire (Summit Media – Omaha); Mark Onwiler (KNTK – Lincoln); Kurt Owens (Summit Media – Omaha), and Mark Reid (NRG Media - Kearney).

**Television:** Chris Allen (UNO); Julie Cornell (KETV – Omaha); Danielle Davis (KSNB – Hastings); Larry Forsgren (KMTV – Omaha); Joshua Gear (KETV – Omaha); Dave Kaplar (WOWT – Omaha); Mikel Lauber (KOLN/KGIN – Lincoln/Grand Island); Steffani Nolte (KMTV – Omaha); Ryan Robertson (KNEP - Scottsbluff); Ariel Roblin (KETV – Omaha); Christian Wagner (KHGI – Kearney), and Colleen Williams (KHGI – Kearney).

---

**In Remembrance...**

Don Meier
Joseph Stavas
It’s late summer 1972. I apply for my first job after graduating from college. I want to be a newsman at my hometown radio stations WCLT-AM and FM in Newark, Ohio.

Bob Pricer, the general manager, offers me a job in sales because he already has two newsmen. I take it.

After a few months on the job, Mr. Pricer calls me into his office and tells me, “Chris, you have real potential. I want to send you to a training program. I’ll pick up the five hundred fifty-dollar fee.”

He’s sending me to the Radio Advertising Bureau’s “School for Salesmen.” The word “salesperson” wasn’t a thing in 1972, even though there was one woman in our class of twenty. It’s a five-day training session. I have to drive from Newark, Ohio to New Brunswick, New Jersey on my dime, though.

I go. I learn. And I return to my sales job with great enthusiasm.

When I come to work on Monday morning, one of our senior sellers, Tom, asks, “What did you learn at that seminar they sent you to?”

“Well, Tom,” I say excitedly, “I learned about consultative selling. The instructor said you should ask questions and find out what the advertiser is trying to accomplish. They even gave us a form for collecting the data. And, then, I they gave us a presentation format to help us sell bigger schedules.”

“Chris, all that is great in theory,” says Tom unhelpfully. “But this market is different. People around here won’t sit still for that amount of time. They’re not going to share all that information with a salesman.”

Tom, an avid chain smoker, has two ashtrays on his desk. He smokes one Winston cigarette. Then he smokes a Kool. Winston, Kool. All day long.

Since Tom’s account list isn’t as robust as his smoking habit is, I decide he’s not going to be my role model. I ignore his advice and apply the training I came home so excited about.

A few weeks later, he stops me in the hall. “I’m hearing a lot of ads for Ron Klein Buick on the air. How did you sell that guy? He’s a tough one.”

“Tom, if I told you how I sold him, you wouldn’t believe me.” And I keep on walking.

You and I get bad and good advice from peers, managers, customers and sales trainers. I Googled “best sales advice you ever got.” I found an article titled “70 Top Sales Pros Reveal Their Most Impactful Sales Advice Ever.”
I’ll share my favorite with you. It comes from Jim Cathcart, author, Hall of Fame speaker and sales expert. He says:

“Doug McDonald, veteran sales manager for Mass Mutual told me, ‘The goal is not to make a sale. The goal is to make a difference.’ And if I couldn’t make a difference for my customers, then I shouldn’t make that sale to him or her. Ever since then, I’ve seen the value of selling more clearly. That was the beginning of what today I call ‘relationship selling.’”

The goal isn’t to make a sale. The goal is to make a difference. It’s a simple but powerful piece of advice. It can change the way you think about your sales career. This is important, because no matter how small or large your market is, advertisers want help and advice from their salespeople, not just a pitch or package.

How would you approach your advertisers differently if your goal were to make a difference? And would you make more sales as a result of that kind of approach?

People can sense when you’re truly concerned about their success. They can also tell when you’re only focused on yours.

This article was adapted from one of Chris Lytle’s Instant Sales Training knowledge bites. Each week he posts a sales idea with discussion questions for sales managers to use in their weekly sales meetings. It’s a free member benefit for NBA members.

To sign up, email Chris at chris.lytle@instantsalestraining.com Put “Nebraska” in the subject line and say “Sign me up.”

OVERCOMING NEGATIVE PEOPLE IN YOUR LIFE: WIN A FREE BOOK!

There is a lurking menace that can make or break your career! Learn how to overcome the negative people in your life by reading “Planet of the Sewer Monkeys” by Gary Moore. This fast-read book will provide you with the know-how to properly identify others who can bring you down, and helpful tips to regain, sustain, and control the destiny of your mental outlook.

The NBA has 11 copies of this book to be given away to members.

TO ENTER: email jim@ne-ba.org with “Sewer Monkeys” in the subject line by October 9, 2019. A random drawing from all entries will be made. Limit one book per SEU.
NEBRASKA EMERGENCY ALERT SYSTEM

2019 EAS Required Monthly Test (RMT) Schedule (C=Central Time, M=Mountain Time)

<table>
<thead>
<tr>
<th>Date</th>
<th>Time C/ Time M</th>
<th>Date</th>
<th>Time C/ Time M</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 15</td>
<td>11 PM C / 10 PM M</td>
<td>November 19</td>
<td>10 AM C / 9 AM M</td>
</tr>
<tr>
<td>December 17</td>
<td>11 PM C / 10 PM M</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Time C/ Time M</th>
<th>Date</th>
<th>Time C/ Time M</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 21</td>
<td>10 AM C / 9 AM M</td>
<td>February 18</td>
<td>11 PM C / 10 PM M</td>
</tr>
<tr>
<td>March 17</td>
<td>10 AM C / 9 AM M</td>
<td>April 21</td>
<td>11 PM C / 10 PM M</td>
</tr>
<tr>
<td>May 19</td>
<td>10 AM C / 9 AM M</td>
<td>June 16</td>
<td>11 PM C / 10 PM M</td>
</tr>
<tr>
<td>July 21</td>
<td>10 AM C / 9 AM M</td>
<td>August 18</td>
<td>11 PM C / 10 PM M</td>
</tr>
<tr>
<td>September 15</td>
<td>10 AM C / 9 AM M</td>
<td>October 20</td>
<td>11 PM C / 10 PM M</td>
</tr>
<tr>
<td>November 17</td>
<td>10 AM C / 9 AM M</td>
<td>December 15</td>
<td>11 PM C / 10 PM M</td>
</tr>
</tbody>
</table>

GOVERNOR RICKETTS CALL-IN SHOW SCHEDULE

More than 30 member stations across Nebraska carry the NBA Governor’s Monthly Call In Show, which originates from KFOR in Lincoln with distribution support from Husker IMG Sports. Call volume is strong and listener passion evident on the variety of issues raised during each program. The NBA and Governor Ricketts thank our many affiliates and remind you to promote each month’s program on the air, online and through social media.

2019 Governor Ricketts Call-In Show Dates:

- October 14, 2019
- November 18, 2019
- December 16, 2019

Governor Pete Ricketts

SYNC WITH THE NBA CALENDAR

Events, Meetings & Deadlines

- NBA Board Meeting: November 6, 2-10—Grand Island
- Iowa LUC Window Opens: December 20, 2019 (for Feb. 3, 2020 IA caucuses)
- Nebraska LUC Window Opens: March 28, 2020 (for May 12, 2020 Primary Election)
- NBA Annual Convention: August 11-12, 2020 – Lincoln
- General Election LUC Window Opens: September 4, 2020 (for Nov. 3, 2020 General Election)
- Nebraska License Renewal Announcements Begins December 1, 2020 (Pre-Filing Message)

www.ne-ba.org | 402.933.5995

26