84th Annual NBA Convention Provides Inspiration, Recognition

Many NBA members refer to our Annual Convention as “the single biggest member benefit.” Over 500 people joined the fun and learning again this year, as our 84th Annual Convention offered presentations that inspired new thinking and events that recognized some of the many outstanding broadcasters in our membership.

Our Hall of Fame banquet on Tuesday, August 14 honored Mike Gann, Roger Moody and Dave Dent Otradovsky as our respective 100th, 101st and 102nd inductees. Governor Pete Ricketts presented their HOF plaques in front of a terrific gathering of colleagues, family and friends.

Wednesday’s Keynote Luncheon featured the second-most popular recent hire in the Nebraska Athletics Department: Director of Athletics Bill Moos. All that was missing was the smoky aroma of grilled food and those mysterious red plastic cups, as the Husker fight song played and Bill got a standing ovation from the crowd. His remarks about the process of his hiring and the subsequent hiring of Scott Frost kept people laughing as he further endeared himself to the NBA’s contingent of Husker Nation.

The best of the best in Nebraska broadcasting – as judged by members of the Massachusetts Broadcasters Association – were honored during our annual Pinnacle Awards banquet that evening. 200 people witnessed the presentation of 107 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 2018 Bree Coffey presented the plaques to each of our Gold award winners.
Education and Inspiration are the evergreen goals of our convention sessions and workshops. Our Convention Committee opted to change our schedule so we could offer 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 Nicole Gustafson. That was followed by an update from Cline Williams’ Tara Stingley on the latest Employment Law regulations and best practices. Next up was Aaron Davis with his enthusiastic approach on “How to Become a Champion Leader.” The afternoon closed with the NBA’s Annual Business Meeting and a reception for station owners and general managers in our exhibitor area.

Wednesday’s concurrent sessions featured information for radio and TV programming personnel from consultant John Lund. Gerardo Guzman from Nielsen gave our TV members an outline of their coming transition away from diary measurement. Salespeople, sales managers and general managers soaked up fresh thoughts and new approaches from trainer Derron Steenbergen of The Swagger Institute. Sellers, copywriters and production people received tips from Jeffrey Hedquist while newsroom personnel got the latest on drones from UNL’s own Matt Waite followed by a panel discussion on turning courtroom coverage into great stories that was led by NET’s Bill Kelly.

On behalf of the NBA Board of Directors and our Convention Committee, thank you for participating in our 84th Annual Convention! Our Convention Committee will meet very soon to set the agenda for 2019 (August 13 & 14 in La Vista). You are encouraged to email your suggestions for session content and speakers to jim@ne-ba.org.

SAVE THE DATE!
2019 Convention
August 13 & 14
Embassy Suites-La Vista
2018 CONVENTION PHOTOS — HALL OF FAME
2018 Convention Photos — Keynote Luncheon

2018 Convention Photos — Pinnacle Awards

Saddle Up!
Go to www.ne-ba.org to find more photos from our 2018 Convention!
The NBA continues to advocate on our members’ behalf in Washington DC and in Lincoln. Here’s a snapshot of current issues of interest that we’re staying close to:

**Music Modernization Act Awaits President’s Signature**

On September 25th the House of Representatives unanimously passed the newly named Orrin G. Hatch Music Modernization Act (MMA). This followed the Senate passing it by unanimous voice vote on September 18th. Nebraska Senator Deb Fischer had pledged her support for the bill several weeks prior. The bill’s next stop is the desk of President Trump where it awaits his signature at the time of publication of this news item. This represents the first reform of music copyright law in years.

The Government Relations team at the National Association of Broadcasters (NAB) has done an exemplary job of representing radio and TV broadcasters on this issue. The bill as passed by the Senate contains many inclusions that are favorable to broadcasters, and perhaps most importantly, it includes no new performance royalty on local broadcasters.

**Other Federal Issues**

While the MMA has the current spotlight, other federal issues being monitored include the Spectrum Repack, the Performance Tax, Microsoft’s White Spaces proposal and Retransmission Consent. No action appears imminent on any of these matters at the time of this publication but the NBA and NAB remain vigilant in protecting the interests of local broadcasters.

**State Issues**

As the 2019 Legislative Session draws closer, the NBA and Radcliffe & Associates continue to monitor the status of “Winner Take All” (LB25) and the newly formed Rural Broadband Committee. Media of Nebraska continues to monitor any pending actions that could impact Freedom of Information.

**What You Can Do**

Invite your federal, state and local elected officials to your station on a regular basis. After they address issues of concern to your audience on the air, get a few minutes in your office to discuss your concerns about issues impacting broadcasters. Nothing is more powerful than hearing directly from you – those whose businesses and employees are impacted by the issues at play.

To learn more about any of these issues, contact Jim Timm at jim@ne-ba.org or 402-933-5995.
Broadcasters have until **Wednesday, October 17, 2018**, to register their earth stations with the FCC. Registration is highly encouraged to assist the FCC in documenting all earth stations in use by radio and television licensees, as other interested parties continue their search for any and all available spectrum.

The FCC allows applicants to register all earth stations at a single geographic location or address with a single application and pay a single application fee of $435.

The FCC has also provided relief for those entities that have to register earth stations at a large number of locations, allowing users with earth stations at multiple locations to register all of those stations with a single application while paying a filing fee associated with networks of earth stations.


**Member Alert: Nielsen “Power of Broadcasting” Report Usage Expires Oct. 31**

Time is running out to use the NBA’s “Power of Broadcasting in Nebraska” data that was purchased from Nielsen for use by NBA member stations for use beginning on November 1 of last year.

This 28-page report is loaded with facts and data to help our members sell more advertising. If you haven’t seen it yet, click here: [http://www.ne-ba.org/power_of_broadcast_media.asp](http://www.ne-ba.org/power_of_broadcast_media.asp)

Under the NBA’s agreement with Nielsen, **the data and presentation are licensed to us through October 31, 2018. After that date, all rights to the data and presentation will end, and any use would violate our agreement with Nielsen.**

The legal ramifications of using this data after October 31 could be significant. Be advised that any unlicensed use will subject the user to the risk of legal action for injunctive relief and damages, fines, penalties, court costs and attorneys’ fees, for which the NBA will not be responsible. In the event the NBA were to be named in any such action, it would seek indemnification from the user for all costs and expenses.

The NBA encourages you to make the most of the remaining days you can use this powerful data. Likewise, the NBA urges you to cease all use of this data after October 31. Thank you!
A summary of the NBA Board of Directors Summer meeting held in Lincoln on August 14, 2018.

Chairman David Kelly called the meeting to order at 9:04 a.m. Minutes from the May 2, 2018 board meeting were approved. Secretary-Treasurer Mark Jensen presented the financial statements for April, May and June, 2018, which were approved.

**Legislative update:** President/Executive Director Jim Timm outlined the Spectrum Repack, the Music Modernization Act, the Performance Tax, Microsoft’s White Spaces proposal and Retransmission Consent as priority matters at the federal level, with the Music Modernization Act being the most time-sensitive. On state legislative matters, Timm and Radcliffe & Associates continue to monitor “Winner Take All” (LB25) and the newly formed Rural Broadband Committee.

**Freedom of Information:** Timm reported on Media of Nebraska’s annual post-legislative session recap, the lawsuit regarding release of records in the death of Zachary Bearheels and steps to blunt the continued FOI encroachment attempts by state agencies and other political subdivisions. Timm also reported on the early results of Media of Nebraska’s “Think F1rst” campaign, with the board deciding to ask members to restart the campaign following the November 5th general election, through March 31, 2019.

**NCSA/PEP:** Timm reported on the status of current, renewing and prospective partners.

**Member Services:** Updates were given on multiple member benefits including Alternative Inspections, EEO Scholarships, Legal Lines, sales training, news webinars and the recent Radio Engineering Workshop. A motion was approved to reorder a supply of Omnia Profiles.

**Convention:** Timm reported on convention registration and sponsorship income. Kelly reminded the group that our 2019 convention is set for August 13 & 14 in La Vista.

**History Project:** Timm reported that UNO is ready to continue the production work in the 2018-2019 school year with the assistance of Neil Nelkin and that President Emeritus Marty Riemenschneider will continue his documentation and organization efforts. Consideration of a NBA History website will go on the fall meeting agenda.

**Future Talent:** Timm reported on NBA participation and sponsorship of recent UNK and NHSPA camps and said a reminder will go out soon for members to use our ChannelYou platform for high school classroom visits. P1 Learning’s “Introduction to Broadcast Ad Sales” classes continue at UNL & UNO, and Timm said P1 is leading a discussion on how to facilitate a continuing connection to students who show interest in ad sales as a career following the Intro course.

**Old Business:** A motion was approved to launch the NBA Foundation’s new college scholarship application and awarding process. Timm was asked to research a scholarship plan for high school seniors and present a draft for consideration at our fall meeting. A motion was approved to adopt the “Recommended Guidelines for Board Management of State Broadcast Associations” policies regarding Anti-Trust, Whistleblower and Document Retention and Destruction.

**New Business:** Kelly and Timm acknowledged Joy Patten and Chris Walz for their service to the board and association, noting both would be formally recognized at that afternoon’s Annual Meeting as their terms expire. Timm thanked Kelly for his leadership as Chairman for the past year and noted he will also be recognized at the Annual Meeting.

Kelly thanked everyone for their excellent participation over his past year as Chairman and the meeting adjourned at 11:06 a.m.
At the NBA’s Annual Business Meeting on August 14 in Lincoln, members in attendance thanked retiring board members for their service while approving a new slate of officers and directors.

Chairman David Kelly thanked two outgoing board members for their service. Joy Patten of Alpha Media in Lincoln served as a director and officer beginning in 2009. Chris Walz of KHUB/KFMT in Fremont served as a director for the last three years. Chairperson Elect Ariel Roblin then honored outgoing Chairman David Kelly, recognizing his tremendous leadership over the last 12 months.

The following slate of officers and directors was approved for our 2018-2019 operating year:

**Officers:**
- Chairperson of the Board: Ariel Roblin, KETV TV, Omaha
- Chairman Elect: Graig Kinzie, KBRB AM/FM, Ainsworth
- Vice Chairman: Mark Jensen, MWB Broadcasting, Broken Bow/Ord
- Secretary-Treasurer: Ami Graham, NRG Media, Lincoln
- Past Chairman: David Kelly, KTCH/KCTY, Wayne

**Directors, Broadcast:**

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<thead>
<tr>
<th>Name</th>
<th>Station/Location</th>
<th>Term Concludes</th>
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<tr>
<td>Dennis Brown</td>
<td>KBPY/KCSR, Chadron</td>
<td>2019</td>
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<td>Scott Poese</td>
<td>KBRX AM/FM, O’Neill</td>
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<td>Angela Stenger*</td>
<td>Flood Digital Networks, Norfolk</td>
<td>2019</td>
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<td>Shannon Booth**</td>
<td>Gray Television, Lincoln/Hastings/North Platte</td>
<td>2020</td>
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<td>Roger Moody</td>
<td>KLKN TV, Lincoln</td>
<td>2020</td>
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<td>Chuck Schwartz</td>
<td>KNEB AM/FM, Scottsbluff</td>
<td>2020</td>
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<tr>
<td>Larry Forsgren</td>
<td>KMTV, Omaha</td>
<td>2021</td>
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<tr>
<td>Jessie Johnson</td>
<td>KKPR/KXPN, Kearney</td>
<td>2021</td>
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**Director, Associate:**
- Todd Murphy, Universal Information Services, Omaha, 2020

Directors and Officers currently on the board are 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 2021 were voted on. * Stenger is filling the seat vacated by Susan Ramsett and will be eligible for a new three-year term to follow. ** Booth is filling the seat vacated by Vic Richards and will be eligible for a new three-year term to follow.
Get To Know Your New NBA Board Chairperson—Ariel Roblin

This feature introduces you to a NBA Board Member each quarter. In this issue, get to know your new NBA Chairperson Ariel Roblin, President & General Manager of KETV, Omaha.

My current role is best summed up as:
President and General Manager of KETV. Integrity first journalism is a cornerstone of the KETV newsroom. Our sales team prides themselves on comprehensive, research-based campaigns that drive results for Omaha area businesses and contribute to a strong and healthy local economy. Providing the structure, leadership, vision, and environment to succeed on these objectives is my key role.

First job in broadcasting:
Legal Rights and Clearances for music usage at a startup Television Station in Miami, Florida. I went on to become Program Director and the Executive Producer of a live show at WAMI in Miami.

Best career advice received:
Do the right thing and never settle. When you can sleep well at night you are better for it the next day.

Why I love what I do:
We get to make an impact on our home town. A huge part of our job is to shine a light on the issues we need to overcome and hold elected officials accountable to the people. Most people are good, well-meaning people and when they see a problem they genuinely want to help. The community can’t solve a problem or advocate for change if they don’t know about it. When we do our job, we give Omaha an opportunity to become stronger. You can’t fix something if you don’t know it’s broken, and it’s pretty hard to “unknow” something when you already know it.

The other side of the fence is very near and dear to my heart as well. Growing up in a family-owned restaurant I remember the hard work it took to meet the daily demands of the business. When I started to work on the sales side of the business I was blown away by the amount of valuable resources available to local businesses through broadcasters. I can only imagine the difference it would have made to have had a real partner from a broadcast station working on detailed ad campaigns to help grow our family business. Partnering with Local businesses to help them grow and achieve results far beyond their initial goals is incredibly rewarding.

Why young people should get into broadcasting:
It’s incredibly rewarding and you are making a huge impact on the community you call home. Plus, we can use almost any skill! News, sales, creative services, finance, even engineering! Whether you love math, English, physics, video production, debate, accounting....you name it, broadcasting has it and you will do good work for your home town because everyone is connected to a mission to serve our community for the greater good.

continued on next page
My family:
I have two freshman boys this year. One is at UNL and the other is at Omaha Westside High School. Our evenings are usually a mix of track, cross country, and theater supporting our family. My husband is an actor, director, and comedian ...and yes, he keeps us all laughing and having a great time no matter how stressful the day has been.

I enjoy serving on the NBA board because:
I love learning from other broadcasters and if I can help others succeed, it’s even better. I also think it’s important for Television and Radio broadcasters to understand the different struggles we are faced with and discover the areas we can connect with each other on. The Media of Nebraska “Think First” campaign is a great example of this. We should all be proud of how powerful we can be when we align our strengths behind such an important message. We may be competitors, but when it comes to protecting our freedoms we should always join together.

NATIONAL PERIODIC TEST (NPT) RESCHEDULED FOR OCTOBER 3

Due to the impact of Hurricane Florence on North Carolina and South Carolina, FEMA, in coordination with the FCC, postponed the nationwide test of the Emergency Alert System (EAS) and Wireless Emergency Alerts (WEA) until Wednesday October 3rd.

The WEA portion of the test commences at 2:18 p.m. EDT, and the EAS portion follows at 2:20 p.m. EDT. The test will assess the operational readiness of the infrastructure for distribution of a national message and determine whether improvements are needed.

Oct. 3 was the previously scheduled back-up date for the test, which was originally set for Thursday, September 20. A backup date is always planned in case of widespread severe weather or other significant events on the primary test date.

For further information on the test, go to https://www.fema.gov/emergency-alert-test.
Ariel Roblin  
President/General Manager—KETV, Omaha

From KVSH in Valentine to KNOP in North Platte or KETV in Omaha to KSID in Sidney, Nebraska broadcasters serve every inch of this great state. Every one of us is unique and tailored to the needs of the communities we serve. While most of us share similar job titles, our job descriptions can be completely different. Our day to day needs and concerns may not be the same, but we do share common goals and ideals.

People turn to us for stories that connect us, music that touches them, and the breaking news and severe weather information that keeps them safe. Broadcasters reflect and help shape our communities in more ways than any other industry. When people head to the polls in November, local broadcasters will be there helping them make an informed decision that speaks to their best judgements. We’re also here so people can have some fun. Whether that’s listening to the latest hit song or watching Ellen’s audience dance to it.

Just like the millions of people in our country, broadcasters have many differences. We have legislative issues that may help one more than another. We have audiences that want different things from us. Our business models are different with both publicly and privately held companies. Our workforce and leadership can range from a one-man band radio station to fully staffed television station employing over 100 people.

Even our missions can be at opposite ends of the spectrum with some broadcasters marketed for more conservative or liberal commentary while others fight against any commentary or bias. We couldn’t be a more diverse industry. So what makes it so easy for us to get together, find common ground, and do the good work our communities expect of us to do? Simple, it’s because we’ve never lost sight of the foundation our common ground is built on: The First Amendment.

The Nebraska Broadcasters Association does an excellent job bridging our differences and bringing us together. The Think First initiative is a perfect example of our shared mission. The First Amendment is our foundation. As broadcasters we believe the founding fathers made it first because it’s the most important. It allows for differing points of view to be heard, to hold the powerful accountable to the people, and artistic expression to flourish. The Think First Initiative educates our viewers and listeners on the protections the First Amendment provides.

We can all be incredibly proud of our collective efforts to share these messages on our airwaves. If you have not seen or heard them running on your station, or even your competitors’ station for that matter, please reach out to Jim Timm for information on how we can get the creative to you. We may be different, we may even be competitors, but when it comes to our freedoms we always stick together.

www.thinkfirstamendment.org
When the State of Nebraska launched a new Endangered Missing Advisory (EMA) program in January, the involvement of local media and citizens was deemed critical to making these new, localized alerts successful. After seven months of EMA alerting, it is clear that both parties are doing their part.

13 EMA’s have been issued by the Nebraska State Patrol since the system’s inception. Nebraska State Patrol Colonel John Bolduc said, “Numerous media outlets are participating in the system and spreading information as it is issued. We’d like to thank the public and media for their enthusiastic support of this program. The general public has already been critical in multiple cases by locating the endangered missing person.”

What began as an email alerting system – with local law enforcement agencies’ contacts to local media outlets for public alerting – has expanded to now include text alerting for all who sign up. Media members and citizens can sign up here: https://statepatrol.nebraska.gov/ema

Nebraska Attorney Doug Petersen expressed his appreciation for the success of EMA’s, saying, “The Endangered Missing Advisory system has already repeatedly proven to be effective in safeguarding Nebraska’s most vulnerable. I highly encourage all Nebraskans to visit the Nebraska State Patrol website and sign up to receive email and text notification of EMA’s in their area. The Nebraska Broadcasters Association’s involvement in the development of the EMA system and its’ awareness campaign have been vital to the initial success of the program.”

Watch your inbox for details on the next 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!
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 a complete makeover of our college scholarship criteria, with a new application and awarding process.

Qualifying students will now apply online directly to the NBA. Our Education Committee members will review each qualified applicant’s materials and forward their recommendations for each year’s recipients to our Executive Committee, who will make the final decisions on which applicants receive a scholarship and for how much money.

The board was careful to maintain our named scholarships in honor of former NBA Presidents/Executive Directors Marty Riemenschneider ($3,500 per scholarship) and Dick Palmquist ($2,500 per scholarship), while creating a new level of “NBA Foundation” scholarships ($2,000 each).

The minimum scholarship awarded is $2,000.00, from a total annual pool of up to $25,000.00. The number of scholarships and total dollar amount awarded each year is at the discretion of the NBA Foundation Board of Directors based on application quality and quantity.

Applicants must be planning a career that will use radio and/or television broadcasting or broadcast journalism skills, ideally in a broadcast station environment. This includes engineering, news, programming, sales and other common departments. Applicants must also demonstrate superior academic performance, high integrity, and a solid understanding of their personal and professional responsibilities.

You can check it all out here: http://www.ne-ba.org/nbaf_scholarship.php

The 2018-2019 academic year deadline for applications is 4pm (Central) Friday, October 19, 2018. All applications and required materials must be received in the NBA office by this date and time.
“THINK F1RST” CAMPAIGN DELIVERS IMPRESSIVE REACH

Response to Media of Nebraska’s “Think First” First Amendment education campaign from the general public – and from NBA member stations – has been swift and strong.

The “Think F1rst” website, www.thinkfirstamendment.org, has recorded over 438,000 page views in the site’s first 60 days online. About 50% of those views came from mobile devices. Radio, TV, newspapers and their respective online and social media platforms, along with purchased social media platforms including Instagram, Snapchat and YouTube, have all been employed to urge Nebraskans to better understand the five freedoms that are guaranteed by the First Amendment of the United States Constitution.

NBA member stations have combined to post their own impressive stats. 11,850 “Think F1rst” messages have aired over the first 60 days of on-air messaging, thanks to the support of 99 member radio stations and 27 member TV stations.

The NBA and Media of Nebraska thank our member stations for your outstanding support of this campaign. We ask that you air it through September 30th before a brief hiatus as the general election draws nearer, and then resume the campaign from November 7th through March 31st, 2019.

TRANSACTIONS

Alabama-based Summit Media is acquiring Omaha’s KEZO, KKCD, KQCH, KSRZ and KXSP as Scripps exits the radio business.

Also in Omaha, Steve Seline’s Walnut Radio has formed an affiliate entity named Hickory Radio which is acquiring KCRO and KOTK from Salem Media Group. Salem exits Nebraska broadcasting upon the closing of this transaction.

In Hastings, Gray Television is acquiring KNHL TV from a company led by Sherry Nelson.

Charlie Goodrich
“Hot” Scott O’Hanlon
NBA Members in the Spotlight

 Pavelka Honored by Omaha Press Club

Kent Pavelka was honored by the Omaha Press Club as their 158th “Face on the Barroom Floor” at a sold-out banquet and roast on September 13th. KFAB Morning Host and NBA Hall of Famer Gary Sadlemyer emceed the roast alongside fellow roasters Matt Davison, Tim Miles and Larry the Cable Guy.

As a longtime broadcast voice for the Nebraska Cornhuskers during a career spanning more than four decades, Kent has thrilled generations of fans with his exciting calls of basketball and football games. His football broadcast partners over the years included such legends and NBA Hall of Famers as Lyell Bremser, Jack Payne and Sadlemyer. He has been the lead announcer for Nebraska basketball for 31 seasons and will surpass the 1,000 mark this season in Husker basketball broadcasts.

In addition to all his sports announcing, Pavelka has been a fixture on Omaha radio, serving as a morning show host/operations manager for KFAB from 1974 to 2001 and as morning show host for KKAR from 2001 to 2005. Congratulations to Kent!

Kgor Unveils “Mornings with Montez & Shari”

iHeart Media’s Classic Hits KGOR FM has a new morning show with voices long-familiar to Omaha listeners in Damian Montez and Shari Stone. The pair says, “Being from Omaha, we both couldn’t be more excited about the opportunity to serve our community in a fun way because we love this town.”
1968 - 50 Years Ago

NBA Files Opposition to Multiple Ownership Proposal to FCC: The NBA strongly feels that the proposed rulemaking is not in the best interests of the public welfare and good broadcasting, because it would not promote maximum diversification of programming sources and viewpoint. Diversity in the future will best be served by quality broadcasting, not by quantity broadcasters.

The old war horse, Les Hilliard represented the NBA at the Wyoming state convention. Les reported that a good time was had by all and that our neighbors to the West treated him “like a million dollars” and spared no expense to make his stay enjoyable.

1978 - 40 Years Ago

Don Bryant is 1978’s “Friend of Nebraska Broadcasting.” Bryant is assistant athletic director and sports information director at UNL. He has played a leading role in several projects and services including coordinating radio coverage of Cornhusker Football games with four originating stations taking feeds as well as a Cornhusker Hotline which stations can call for beeper reports.

KFAB announces several promotions: Kent Pavelka to KFAB operations manager, Roger Flemmer to assistant news manager, Tom Mikkelsen to KGOR operations manager, and Tom Johnson to assistant public affairs manager.

Ogallala Broadcasting Co. (Ray Lockhart and Assoc.) has received a grant for a new FM station in Ogallala at 92.7, 3kw, 294 feet. Target date for on air: October 1. Calla: KOGA-FM.

1988 - 30 Years Ago

KSID’s three hour home shopping program featured in NAB’s Radiowel...in a June 27th article, KSID (Sidney) reported a profit of roughly $1,800 from each of its first two Saturday morning home shopping broadcasts. Dave Young, GM, said “that’s pretty good money for a small market.”

KTAP FM, Crete has been sold to Star City Broadcasting. The station, licensed to Saline County Radio, was purchased by Doug and Roger Agnew and has received FCC approval to change tower location and upgrade from 3,000 watts to 50,000 watts. The new frequency will be 104.1.

John Knicely, KETV sportscaster, received District and Regional Awards for Best Performance and Best Feature from the National Association of Local Television Sportscasters for “Who’s Bad?”, a piece on the Nebraska/Oklahoma football game.

continued on next page
1988 - 30 Years Ago (Continued)

Transactions: KOIL AM, Omaha and KOMJ FM, Atlantic, Iowa, seeks assignment from Robert H Dean to Robert Greenlee for $180,000. KUVR AM/KMTYFM, Holdrege has been sold to High Plains Broadcasting, headed by Peggy J. Goth. Seller is WW Broadcasting Company, headed by William C. Whitlock.

1998 - 20 Years Ago

Harold and Barbara Soderlund offer $100,000 matching contribution to NBA Foundation! Soderlund unveiled the grant at the NBA’s 27th Annual Hall of Fame Banquet at convention, giving the NBA Foundation a much needed boost. The donation will be made in increments of $25,000 a year over the next four years, and must be matched by gifts from other contributors. Harold said “we are pleased to make this contribution to the NBA Foundation to further education in our state. The NBA Foundation was established in 1993.

A live broadcast forum with candidates for Governor of Nebraska Bill Hoppner and Mike Johanns was the program for the closing luncheon at the NBA State Convention. The forum was carried live on nine NBA TV stations, forty NBA radio stations, taped delayed on two additional NBA TV stations as well as C-SPAN. NTV (Kearney) produced the program. WOWT (Omaha) provided satellite coverage. Pinnacle Network carried it. Panelists were News Directors Rose Ann Shannon (KETV, Omaha); Mark Baumert, (NTV, Kearney) and Brad Fossberg, (KRGI, Grand Island).

2008 - 10 Years Ago

NBA Sponsors DTV Booth at Nebraska State Fair. With the advent of the Digital Television Conversion, the NBA sponsored a DTV booth at the Nebraska State Fair in Lincoln. The booth included a television which either played the DTV conversion informational video from the NAB, or was tuned to local digital stations in order to demonstrate the digital converter. The booth was manned in shifts by several NBA member television station personnel and NBA President Marty Riemenschneider.

Journal Broadcast Group announces Mark Todd has been named Operations Manager. He joined them in February as Program Director for KQCH-FM. Tom Land, former NBA Board member, has been named Director of Radio Programming for Journal, and Director of Operations for its Milwaukee stations, WTMJ AM & WKTI FM. Land had been Journal-Omaha’s Director of Radio Programming since 2006.

John Hiatt, a Texas native and 39-year broadcast veteran is the new Director of Sales for Clear Channel, Omaha.
“The Power of Critical Thinking to Fight Fake News”
FREE Webinar with Al Tompkins
THURSDAY , OCTOBER 11

This webinar will teach journalists strategies for defending themselves against accusations of fake news, including what to ask yourself when evaluating information and methods for identifying fake content on social media.

What You Will Learn

• The four key questions to ask to evaluate information
• How to detect fake documents, photos and social media posts
• Fighting unintended bias in the words and images we choose
• How fakers generate credible content
• The surprising truth about “crisis actors” and “fake flag” attacks
• The dark web and online back alleys where fakers fake

Who Should Take This Course

NBA members who want to defend themselves against accusations of “fake news.”

Course Instructor

Al Tompkins is The Poynter Institute’s senior faculty for broadcasting and online. He has taught thousands of journalists, journalism students and educators in newsrooms around the world. His teaching focused on writing, reporting, storytelling, ethics, critical thinking, photojournalism, social media and online journalism.

FOR REGISTRATION INSTRUCTIONS: Email jim@ne-ba.org.

All members must register by October 10.
UNO Television dedicated its new 4K studio in an enthusiastic ceremony on September 14th. The feasibility of making this much-needed leap in technology gained momentum by using a portion of the $50,000 donation recently made by the NBA Foundation to the UNO School of Communication.

Chris Allen, general manager of UNO Television and professor in the School of Communication, formulated a plan to use the NBAF donation to leverage additional grants to fully fund the $130,000 conversion. Allen’s vision paid off, as he secured grants from The Knowledge Network and the Corporation for Public Broadcasting, making this long-time dream a reality. Thanks to the grants, not a dime of state money was spent on the new equipment.

The new equipment replaces decades-old equipment that limited students to producing programs only in the old standard-definition television format. “Our cameras were older than the students using them,” Allen said during the ceremony. “Our character generator was older than that. The software in our newsroom management system was no longer supported by the company. It shows how important the support of our friends is, as this would not have been possible otherwise. Students are at the pinnacle of all this effort. This studio is a teaching studio, and now UNO students are learning on the very newest equipment.”

NBA president and executive director Jim Timm said although the NBA is focused on helping the licensed radio and TV industries in Nebraska, its special focus is on educating the next generation of broadcasters. “We are so appreciative of the enthusiasm and creativity of UNO students,” he said. “Our goal in providing the grant was to help UNO improve its facilities, and to give the students the best equipment to learn on.”

Chris Allen, UNO TV General Manager

Doug Walker (The Knowledge Network/OPS) & Jim Timm cut the ribbon on UNO TV’s new 4K Studio.
Perhaps I have lost my mind! You might be asking yourself how in the world can this crazy trainer think someone can sell more when they stop selling. Well, here's how...

Experience has shown me that way too many salespeople spend too much time trying to peddle their own product and forget to focus on the needs of the client. If we will begin to seek instead of sell we will be much better positioned to do business. So when I say to stop selling, I am actually suggesting that you start seeking.

There have been many, many people over the years much smarter than me who have believed that to be successful in sales you must always be selling. This has been a huge part of the history of sales, and especially in retail. "Always Be Selling" quickly transitioned to "Always Be Closing". Now, please understand, I am not suggesting that effective closing skills are not important. All phases of the sales process are vital to success, but it is my belief that the "high pressure" tactic of yesterday will not serve us well in the days and years to come.

When you seek first to find what it is the buyer is needing/trying to accomplish, the "selling" begins to be easier. There is too much competition in every industry product category for salespeople to just "sell".

Now, let me give you hope for greater success. Most salespeople are peddlers. They spend more time talking about their product or service than they do listening to what the client desires. Therefore, it’s much simpler to stand out as a seeker than a seller. Your clients will notice the difference, and you will be viewed differently than the "peddlers" of the past. You will also be viewed more favorably than your current competition.

Sales is tough, but salespeople are tough, too! Give my theory a try and feel free to prove me wrong. Be a seeker and not a seller and I predict more deals will follow.

The Swagger Institute is a full service business development company specializing in sales training, motivational speaking and organizational consulting.  [https://www.swaggerinstitute.com/](https://www.swaggerinstitute.com/)
NBA ACCEPTING 2019 HALL OF FAME NOMINATIONS

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

The NBA is accepting new and “re-nominations” for our Hall of Fame Class of 2019, 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 13, 2019, during the 85th Annual NBA Convention.

All new nominations and “re-nominations” are welcome through January 14, 2019. Click here for complete details: http://www.ne-ba.org/hof/

NBA MEMBERS JUDGE MASSACHUSETTS AWARDS ENTRIES

State broadcast associations provide member judges for each other’s annual awards competitions. This year, the NBA was assigned to judge the Massachusetts 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); Bob Brogan (KRVN – Lexington); Jodeane Brownlee (UNO); Suzy Ernest (KSID – Sidney); Ami Graham (NRG Media – Lincoln); Jessie Johnson (Platte River Radio – Hastings/Kearney); Laurie Lee (UNL); Mark Onwiler (KNTK – Lincoln); Jim Rose (KFAB – Omaha), and John Schrader (UNL). Television: Larry Forsgren (KMTV – Omaha); Jacque Harms (KNOP – North Platte); Laurie La Master (KMTV – Omaha); Barney McCoy (UNL); Roger Moody (KLKN TV), and Matt Weesner (KHGI – Kearney).
School was out for summer, but that didn’t stop 150 high school students from attending 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 Taylor Siebert from Striv. As part of their experience, the campers were welcomed by KOLN/KGIN TV’s Mikel Lauber, Jay Omar 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. We look forward to next year!
NEBRASKA EMERGENCY ALERT SYSTEM

2018 Required Monthly Test Schedule

October 16 11 PM C / 10 PM M
November 20 10 AM C / 9 AM M
December 18 11 PM C / 10 PM M

2019 Required Monthly Test Schedule

January 15 10 AM C / 9 AM M
February 19 11 PM C / 10 PM M
March 19 10 AM C / 9 AM M
April 16 11 PM C / 10 PM M
May 21 10 AM C / 9 AM M
June 18 11 PM C / 10 PM M

2018 Show Dates:
October 15, 2018
November 19, 2018
December 10, 2018

All shows air at 2pm C / 1pm M

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.

Governor Pete Ricketts

SAVE THE DATE! SYNC WITH THE NBA CALENDAR

Events, Meetings & Deadlines

- General Election, November 6, 2018
- NBA Board Meeting, November 14, Grand Island
- NBA Hall of Fame Nominations Deadline, January 14, 2019
- NAB Show, April 6-11, 2019—Las Vegas, NV
- NBA Foundation Golf Tournament, May 2, 2019—Eagle
- NBA Annual Convention, August 13-14, 2019—La Vista
- NBA Annual Convention, August 11-12, 2020—Lincoln
What is ChannelYou?

ChannelYou is a new NBA website with resources designed to interest high school and middle school students in pursuing a broadcasting degree and career.

Developing a pipeline of future broadcasters is a NBA priority. ChannelYou is an outreach tool to assist the NBA and our member stations when meeting with high school and middle school students.

Resources on www.ChannelYouNBA.com include:

Career-specific testimonial videos, from NBA member radio and TV professionals. Our video testimonial library includes sales, engineering, news, production, on-air and sales management.

Job descriptions for multiple positions in radio and TV.

Links to Nebraska colleges and universities that offer broadcasting and related degrees.

Other content regarding broadcasting-related camps, conferences, scholarships and awards competitions will be added.

What can you do with ChannelYou?

Turn the page...
What can you do with ChannelYou?

1) At least once per semester, speak to a class at a local high school or middle school about careers in broadcasting. Nothing can be more powerful than a local “celebrity,” owner or manager sharing their passion for radio or TV. You can do the same at career fairs.

2) Use the ChannelYou website in the classroom. Play the video testimonials, review the job descriptions, and highlight how many places they could earn a degree right here in Nebraska.

3) Take some ChannelYou “swag” for the students. Contact Jim Timm at jim@ne-ba.org at least 7 days ahead of your school visit and the NBA will send you a box of t-shirts, water bottles, bookmarks and pens to hand out.

4) Air ChannelYou promos. The NBA is providing you with a promo targeted to high school and middle school kids to air at your discretion. Airing these promos – which you could customize for your own purposes – will draw more students to the website and raise awareness of broadcasting careers.

Creating a pipeline of future broadcasters is the responsibility of every NBA member. Speaking to students and using ChannelYou can make it easier to get kids thinking about broadcasting--before they choose another field.

Contact Jim Timm at jim@ne-ba.org or 402-933-5995
Mobile Media Tips, Tricks and Best Practices

MobileMe&You 2018 is a journalism and technology conference focused on new and innovative tools and best practices for newsgathering and storytelling on mobile media. We introduce you to the latest technologies affecting the journalism industry. This year's MobileMe&You conference will be on the University of Nebraska-Lincoln campus.

Speakers from The Washington Post, Quartz, CNN, Univision and various universities will talk about how to use drones, bots, mobile multimedia newsgathering, virtual reality, 360 video, social media and audience analysis.

Free Training

Those who register for the conference are also invited to a free afternoon of hands-on training Thursday, Oct. 25, using several mobile media platforms and technologies.

Early-bird registration is $95.

bit.ly/MMY2018

Conference Partners

The University of Nebraska does not discriminate based upon any protected status. Please see go.unl.edu/nondiscrimination.