Thanks to you – our valued NBA Members – a new record of 541 registrants was set at our 81st Annual NBA Convention!

Some people may have confused our gathering for a “Star Wars” convention and indeed, there were many “stars” at this convention!

Our sessions kicked off on Tuesday August 11th with our session for managers, “Hot Topics in Employment Law” with Tara Stingley of Cline Williams. Tara provided a wealth of information on “do’s and don’ts” and those in attendance can earn a full EEO credit on their annual EEO report.

Later that afternoon, our Annual Business Meeting was attended by about 25 NBA members, officers and directors. NBA Chairman Jason Effinger presided over an update of the prior year’s activities and accomplishments for our member stations.

Tuesday evening’s Hall of Fame Banquet (left) welcomed Marty Riemenschneider and Chuck Stevens as our 2015 inductees. Governor Pete Ricketts participated in the evening’s events, which included Riemenschneider and Stevens receiving their Hall of Fame plaques from the Governor.

It was an early Wednesday wakeup call for the owners and managers that attended our Legal Session with NBA attorney John Wells King and the NAB’s Jack Smedile. John and Jack provided an update on legislative matters of concern to NBA members.

At 9am our concurrent sessions began. Our morning Sales Session featured David Rich with his presentation on “Contagious Selling.” Al Tompkins of the Poynter Institute drew a large crowd with his News Sessions, “Let’s Get Critical” and “Al’s Mind-Blowingly Cool Online Tools.” Based on response to our Survey Monkey, Rich and Tompkins were among the “stars” of a very strong slate of speakers.

Speaking of stars, our Keynote Luncheon featured Nebraska Men’s Basketball Head Coach Tim Miles.
Convention (continued)

If Coach Miles (left) ever tires of coaching basketball, a career as a standup comedian is a lock! Laughs were abundant as Coach Miles covered a lot of topics and thoroughly entertained all in attendance.

Our afternoon concluded with two more concurrent sessions. Our afternoon Sales Session featured Chuck Mefford presenting “Dominating Mental Real Estate,” and our Programming Session with Valerie Geller with two sessions, “Engage Your Audience” and “Talent Coaching.”

At our grand finale on Wednesday evening we recognized the best of the best in Nebraska broadcasting with our annual NBA Pinnacle Awards. Our “Star Wars” theme included Storm Troopers and other famed Star Wars characters mingling with our guests during the reception and highly-coveted Light Sabers adorning every dinner table. Dwight “Doc” Wininger (right) did an excellent job as our Pinnacle Awards emcee and our Gold Award winners enjoyed receiving their plaques from Miss Nebraska USA 2015, Hoang-Kim Cung.

A total of 84 awards were presented and a complete list of all winners appears later in this issue of The Modulator.

Congratulations to all of our Pinnacle Awards winners, and thanks again to our fellow broadcasters in Alaska for judging our 2015 entries.

Our festive evening concluded with $1,500 in cash up for grabs in our “plinko” game (left) sponsored by the Nebraska Lottery. Five qualifiers were randomly drawn from the crowd and they each won $100 just for having a matching numbered ticket. Good luck was on the side of Maddie Montgomery and Dr. Larry Walklin, who each hit “plinko” twice and earned an extra $500 apiece.

Thanks again to everyone who made the NBA’s 81st Annual Convention such a great success! Your support allows the NBA to produce this annual hallmark event. While those in attendance returned home to start applying what they had learned, the NBA staff and Convention Committee started planning our 2016 Annual Convention to be held at the Embassy Suites in Lincoln on August 16th & 17th.

We hope to see you there next year – for friendship, education, and to celebrate broadcasting in Nebraska!
More Convention Photos - Hall of Fame
More Convention Photos - Luncheon

Pinnacle Awards
New Officers and Directors Approved for 2015-2016

Members of the NBA voted to approve the following slate of officers and directors during our Annual Business Meeting on Tuesday, August 11th:

**Officers:**
- Chairman of the Board: Taylor Walet (iHeartMedia, Omaha/Ogallala)
- Chairman Elect: Joy Patten (Digity, Lincoln)
- Vice-Chairman: David Kelly (KTCH/KCTY, Wayne)
- Second Vice-Chairman: Patrick Maag (KDUH TV, Scottsbluff)
- Secretary-Treasurer: Ariel Roblin (KETV TV, Omaha)
- Past Chairman: Jason Effinger (Gray Television, Nebraska)

**Directors, Broadcast:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Station(s)</th>
<th>Term Concludes</th>
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<tr>
<td>Dennis Brown</td>
<td>KBPY/KCSR, Chadron</td>
<td>2016</td>
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<tr>
<td>Dwight Lane</td>
<td>KRVN AM/FM, Lexington</td>
<td>2016</td>
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<tr>
<td>Jeff Miller</td>
<td>KPTM/KXVO TV, Omaha</td>
<td>2016</td>
</tr>
<tr>
<td>Vince Barresi</td>
<td>KHGI/KWNB TV, Kearney</td>
<td>2017</td>
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<td>Nate Christopher</td>
<td>Armada Media, Scottsbluff</td>
<td>2017</td>
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<tr>
<td>Graig Kinzie</td>
<td>KBRB AM/FM, Ainsworth</td>
<td>2017</td>
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<tr>
<td>Ami Graham</td>
<td>NRG Media, Lincoln</td>
<td>2018</td>
</tr>
<tr>
<td>Mark Jensen</td>
<td>MWB Broadcasting, Broken Bow/Ord</td>
<td>2018</td>
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<tr>
<td>Chris Walz</td>
<td>Walnut Radio, Fremont/Blair/Ord</td>
<td>2018</td>
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</tbody>
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**Associate Member:**
- Dara Troutman (University of Nebraska, Lincoln) 2017

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**Transactions**

*Gray Television* has reached an agreement to purchase *Schurz Communications Inc.*’s TV and radio stations for $442.5 million. KDUH TV in *Scottsbluff* will change hands in this deal, giving Gray “coast to coast” TV coverage across Nebraska.

Mike Flood’s *Flood Communications* continues to expand across Nebraska, with their pending acquisition of KUTT FM (Fairbury/Beatrice), KWBE AM (Beatrice) and KUTT AM (Fairbury), from Rick Siebert’s *Siebert Broadcasting*.

*Alpha Media* has announced a deal to purchase all 116 stations of the *Digity* radio group. This includes Digity’s *Lincoln* cluster of KFOR, KFRX,KIBZ, KLMS, KTGL and KZKK and their *Columbus* cluster of KJSK, KLIR, KKOT, KTTT and KZEN.
On August 12th, FCC Chairman Tom Wheeler circulated an item to his colleagues for a vote that would repeal the FCC's longstanding network non-duplication and syndicated exclusivity rules. This order would follow up on a proposal circulated in May 2014, which sought repeal of these rules, which allow broadcasters to enforce violations of those rules by cable operators at the FCC (rather than having to get the network or syndicator to take the offending station to court). The vote was set for September 17th.

These rules have been in place for decades, and have allowed broadcasters to keep their signals local and free from infringement by distant signals. According to Rick Kaplan at NAB, “The cable industry is eager to repeal the rules, so they can start to play games during retrans disputes by bringing in network and syndicated programming into a local market from distant markets. This would obviously be a very bad result.”

The NAB made an urgent request to all state broadcast associations to arrange meetings with all four FCC Commissioners and Chairman Wheeler in Washington DC, to be attended by TV owners and senior management. Three sets of multi-state “consortium” meetings were scheduled over a two-week period. The NBA Executive Committee approved sending NBA President/Executive Jim Timm and KETV President/General Manager (and NBA Secretary-Treasurer) Ariel Roblin to join the meetings on August 31st & September 1st.

Roblin and Timm joined roughly 35 colleagues from Colorado, Georgia, Indiana, Kansas, Missouri, Nevada and Tennessee for a series of meetings at which attendees expressed the significant risk the repeal of these rules would present to local TV stations everywhere. Multiple likely outcomes were shared in an attempt to persuade the FCC Chairs to vote against this repeal.

We are pleased to report this September 11th update from the NAB’s Sue Keenom: “All of your hard work has already made a difference. I am pleased to let you know the exclusivity issue is NOT on the agenda for this month’s FCC meeting. This battle is far from over, and we have a long way to go. However, your efforts made it very difficult for the FCC to move forward with the Chairman’s plan to eliminate the rules at this time. You should be extremely proud.”

The NBA will continue to closely monitor this situation and keep our membership informed.

**NBA Welcomes New Members!**

**Central Electronics, Kearney – Val Lane**

**KOWN-LP, Omaha – William King**
Board Briefs: A summary of the NBA Board of Directors summer 2015 meeting held August 11th at the Ramada Plaza, Omaha.

Chairman Jason Effinger called the meeting to order at 10:08 a.m. Minutes of the Spring 2015 meeting were presented and approved.

Secretary-Treasurer Patrick Maag presented the financial statements for May and June, 2015, which were approved. Maag also gave a brief report on the NBA Foundation account balance. President Jim Timm reported that the scheduled audit was completed with a positive report regarding Freedom of Information/Courtroom access, Dr. Larry Walklin reported that a new videoconferencing system is under consideration by the state’s court system, which would be controlled by the state and available for use at each Judge’s discretion.

Regarding Government Relations, Past Chairman Craig Eckert and Effinger reported on the recent meeting in Omaha with Senator Deb Fischer and FCC Commissioner Ajit Pai. Timm reported that current federal legislative matters of concern continue to be the “Local Radio Freedom Act” for radio, and “Local into Local” for TV, with the possible change in advertising deductibility as part of a tax reform package of concern to both.

Timm reported that registration for the 2015 Annual Convention exceeds last year’s record total and that Pinnacle Award entries were down by 35 from last year. Timm also confirmed that our 2016 Convention is set for Embassy Suites-Lincoln and that hotel/conference center proposals have been received for 2017 in Omaha.

Regarding Future Talent, Timm reported he has established involvement with the Nebraska High School Press Association (NHSPA) to participate in their annual fall conference at UNL in October. He said he is also working with committee members on a multimedia plan to interest high school students in broadcasting careers.

Regarding Marketing, Timm stated that “Localism” data will be collected online each quarter beginning in October. Regular collection of this data will allow us to create a marketing plan to be approved and implemented at the appropriate time.

Regarding the NBA History Project, Timm reported that Marty Riemenschneider and Neil Nelkin have continued to collect old gear and record interviews with Walklin and others. Timm also stated that UNL and UNO have expressed interest in curating items.

In New Business, Effinger said he felt the NBA needs to address if or how we might allow membership to web-based entities, noting that many members offer programming online completely separate from what they broadcast over the air, and that there are countless non-broadcaster based entities generating online content. Several questions were raised and it was agreed to resume the discussion at our next Board meeting, with Timm assigned to ask how other states handle such membership requests and to see what kind of “digital broadcasting associations” may exist.

A brief presentation on Nebraska’s upcoming Sesquicentennial Celebration was made to the Board by committee volunteers Eric Brown and Rich Claussen. They urged broadcasters to get involved in and said they will keep Timm apprised of the marketing plans that are still in development.

continued on next page
Board Briefs (continued)

In other New Business, David Kelly proposed forming a “Small Market Radio Committee.” Stating that occasionally issues arise of particular concern only to small market radio operators, Kelly said this committee could serve as a referral point by the Board when small market radio issues arise so the issue could be referred to the SMRC for input. It could also serve as a catalyst for small market radio members to discuss issues of common interest without cluttering the Board’s agenda until the issue or idea is resolved or comes to fruition. The following motion was approved: “The NBA will establish a Small Market Radio Committee comprised of existing small market radio Board members with others added as needed, to make consensus recommendations to the NBA Board and Executive Committee.” Kelly agreed to chair this committee, which will involve other small market radio members as needed. Timm noted that this, like all NBA committees, has no decision-making authority and no operating budget.

Effinger thanked everyone for their contributions and adjourned the meeting at 12:14 p.m.

Senator Fischer and FCC Commissioner Pai Meet with NBA Members in Omaha

Senator Deb Fischer extended an invitation to Omaha area NBA members to meet with her and FCC Commissioner Ajit Pai. Their goal was to learn more about regulatory matters that are impacting Nebraska broadcasters.

Approximately 20 radio and TV managers attended this roundtable discussion hosted by WOWT TV. After briefings from Senator Fischer and Commissioner Pai, NBA Chairman Jason Effinger spoke to concerns for our TV members including Local into Local/Orphan Counties and the pending Spectrum Auction. NBA Past Chairman Craig Eckert led the discussion on radio members’ concerns, most notably the “performance tax” and AM revitalization. Eckert also expressed concern about the potential of tax reform legislation that could limit advertising deductibility and how it would hurt broadcasters and business owners alike.

Fischer and Pai expressed their appreciation for what local broadcasters do and stated their intent to do what they can to prevent our industry from being further harmed by legislation.

Save The Date for Convention 2016:
August 16 & 17
Embassy Suites - Lincoln
Free Webinars for NBA Members

EEO Rules & Public File – October 14th

Political Advertising – December 16th

Navigating the FCC’s Equal Employment Opportunity Rules & Public File Requirements
Presented by: David Oxenford, Wilkinson Barker Knauer LLP
Wednesday, October 14, 2015 - 1pm Central, 12pm Mountain

With the changes in ownership, personnel, and hiring efforts that inevitably occur at stations over time, it is important that station owners, managers, and hiring personnel are on top of the FCC’s rules and requirements for EEO and Public File.

This session will provide a primer on the FCC’s Equal Employment Opportunity rules, including the outreach required for the opening of jobs at the stations, the non-vacancy related activities that stations should be engaging in, and the recordkeeping requirements to make sure you keep all the necessary documents to support what the station did.

This webinar will also detail the obligations for station’s public files. What documents need to be in the file? How long must they be retained? What are the usual trouble spots for broadcasters?

The goal of the session is to refresh your understanding of the rules, provide insight into the FCC’s enforcement and guidance in the past few years, and highlight some common pitfalls.

Political Broadcasting Seminar & Webcast
Wednesday, December 16 - 1pm Central, 12pm Mountain

It’s that time again! Time to start making sure that you are 100% compliant with political broadcasting rules and regulations. Your state association is here to help you clarify the rules and understand what your station is legally responsible for with a webcast on the topic.

Bobby Baker and David Oxenford will present a two hour webcast from the campus of Michigan State University on Wednesday, December 16 from 2pm-4pm Eastern. Topics covered will include lowest unit rate, third party issue advertising, reasonable access and equal opportunities, sponsorship identification and public file requirements and more.

The presentation will be webcast live, with an email available for questions. The webcast will be archived online and accessible to registered participants for six months.

TO PARTICIPATE, EMAIL jim@ne-ba.org AND THE LINK WILL BE SENT TO YOU.
NBA Joins Other States in Comments on LPFM Petition

On July 27, 2015 the Lower Power FM Advocacy Group (LPFM-AG) filed a Petition for Rulemaking with the FCC, asking the Commission to institute a number of changes that would fundamentally alter the nature of the LPFM service. Your NBA Executive Committee approved signing onto the Joint Comments opposing this Petition along with other state broadcast associations opposing the Petition, focusing on three main concerns: the Petitioner’s requests to (i) grant LPFM stations primary status; (ii) increase LPFM operating power; and (iii) allow LPFM stations to operate commercially.

First, we argued that amending the rules to grant primary status to LPFM stations would compromise the integrity of FM spectrum by increasing the risk to full-power FM licensees in ways the FCC specifically found unacceptable in adopting the current rules. Additionally, we explained that the FCC’s obligation to maintain the secondary status of LPFM stations is mandated by the Local Community Radio Act, which provides that the FCC shall ensure that LPFM stations “remain . . . secondary to existing and modified full-service FM stations.”

Next, we opposed any increase to LPFM power on the grounds that such increase would further strain an already overcrowded FM band. Granting this request would block licensing opportunities for FM translators (including for AM revitalization) and boosters, as well as undercut the hyperlocal nature of LPFM stations that the FCC intended to be the very essence of the service. We also argued that any increase in LPFM operating power would exacerbate the risk of interference to full power stations.

Finally, we urged the FCC to reject the Petitioner’s request to allow LPFM stations to operate commercially. In authorizing the LPFM service, the FCC sided with the “overwhelming majority” of commenters who endorsed establishing LPFM as a noncommercial service, designed as a forum for programming responsive to local community needs and interests, not ratings and revenues. We pointed out that—contrary to the Petitioner’s argument that LPFM cannot survive as a noncommercial service—many LPFM licensees and advocacy groups also oppose the introduction of commercial elements to the LPFM service.

In our comments, we noted that the State Associations are supportive of LPFM service, but urged the FCC to recognize that granting Petitioner’s requests would essentially replace the current LPFM service with an entirely different service—in contravention of the public interest and statutory mandates.

Many states, including Nebraska, have LPFM members and we ask that said members understand that their membership should not preclude our defense of the industry for which our Association was founded.

NBA Calendar

NAB Radio Show, September 30-October 2, 2015, Atlanta, GA
Small Market Television Exchange, October 8-10, 2015, Austin, TX
NBA Fall Board of Directors meeting, November 3, 2015, Lincoln
NBA Annual Convention, August 16-17, 2016, Lincoln
NBA Annual Convention, August 15-16, 2017, La Vista
Chairman’s Column by Taylor Walet

Whatever happened to developing the next round of talent, both on-air and in sales? As an industry we are acutely aware of the scarcity of talent in engineering and the magnitude of issues that arise from that deficiency. Broadcast radio and television as an industry has essentially abandoned development and mentoring the next generation in the name of efficiency and advancement. How sad. How wrong.

Part of our issue, particularly in radio, is the failure to educate the younger generations of the viability of our medium as it interacts and accentuates the digital, “I want it now” world. Television and radio are cast as “old media” and the resulting misperceptions about our place in the digital world cost us when young talent evaluate career opportunities.

That’s the way it is, we embrace that education gap as an industry or continue to face the talent drain consequences. The greatest “efficiency offenders” are of course the larger companies with the various forms of voice tracking and resource sharing that ultimately result in smaller and weaker benches of talent in all areas of the operation. (I know a bit about this one, ug).

Because of this, locally, our company has expanded outreach and paid internships with a focus on educating about radio as a career, not a summer job, or an “old media” type. I am amazed by the number of “I didn’t know that” comments I get when I show some of our digital stats just for Omaha. The questions confirm that we have an educational hill to climb.

I would challenge each of us to honestly assess what we do to develop sales and on-air talent and what we can do better. If we each took one sustained NEW action to address this area, the cumulative result could make a difference. Something as simple as offering to address a college marketing class or a high school entrepreneurial club once a quarter would add up. The education of broadcast’s ability to drive digital interaction is a big opportunity for the future of broadcast. Thankfully, it’s something we can control. Are you up to doing your part?

I hope so, because in the coming months the NBA Board of Directors will be asking you to take action in your local market. The NBA is opening doors to high school contacts through the Nebraska High School Press Association (NHSPA). We will be involved in their upcoming Annual Fall Conference at UNL on October 19th. We are working with the NSAA to add broadcasting categories to the annual Journalism State Championships and have offered NBA members to assist in judging. The good news is...there are hundreds of kids across Nebraska who are interested in media and journalism. We need your help showing them why broadcasting is an outstanding choice for their college degree and career.

New Hall of Fame and Broadcast Pioneer Display at Andersen Hall

Visitors to the Lyle Bremer room inside Andersen Hall on the University of Nebraska – Lincoln campus will see a new display! With funding from the NBA Foundation, new plaques were recently created to showcase the 94 members of the NBA Hall of Fame and the 17 recipients of the “Broadcast Pioneer” award from the NBA and UNL’s CoJMC. The original plaques were updated to include the year of induction for each honoree and are on display at the NBA office.
**NBA Requests Quarterly “Localism” Data Via Online Format**

With “new media” continuing to catch more headlines, the NBA needs to be better armed with relevant data about what local Nebraska broadcasters do to serve their communities.

We are pleased to announce a simplified online collection of member stations’ “localism” efforts, which will be rolled into an annual report to be shared with elected officials on our annual lobbying trip to Washington DC, as well as with state and local government leaders.

Designed to coincide with the filing of your Quarterly Issues Report, please assign someone at your SEU to complete our “Localism” form, available beginning September 30th on the NBA website at: [http://www.ne-ba.org/localism](http://www.ne-ba.org/localism) Quarterly email reminders will also be sent.

Quarterly online data collection – at the time stations are doing similar work for their Quarterly Issues Report – was suggested by the NBA Marketing Committee (David Birnie, Ami Graham, Dallas Nau and Vic Richards) who felt a quarterly process would be less taxing than a larger, annual request. This online process was approved by the NBA Board of Directors.

When this data is rolled into a combined report, it will tell a very powerful story that details the great extent NBA members go to in order to serve the people of their respective communities of license.

Please take the time to complete this report. We look forward to your participation in this ongoing initiative!

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**UNL CoJMC to host FREE Mobile Me & You Conference**

The University of Nebraska–Lincoln College of Journalism and Mass Communications is hosting the Mobile Me & You Conference Oct. 28-30 in Lincoln, Nebraska. The conference is free to attend.

Mobile Me & You is bringing 20 notable speakers to campus from organizations such as CNN, Pew Research Center, NBC News Digital Group, Berkshire Hathaway Media, The Washington Post, Univision, Al Jazeera, and the U.S. Embassy in Nigeria.

The conference will focus on mobile media best practices and is a conference for professionals, academics and students in any discipline. It’s about everyday people using mobile tools to solve problems and participate in conversations.

Panel discussion topics include how to monetize mobile with new businesses, tips for using phones and tablets to gather information, going mobile first to reach the unreached audience and best practices for investigative reporting and mobile media.

For more information and to register, go to: [http://www.mobileme-you.com/](http://www.mobileme-you.com/)
NBA Foundation “Chairman’s Club” Welcomes Three New Donors

What do David Kelly, Mike Flood and Jason & Charlie Effinger have in common?

In addition to being successful Nebraska broadcasters, a new commonality is their recent donations to the NBA Foundation Chairman’s Club at our Platinum Donor level of $2,000 or greater. The NBA Board of Directors say “Thank You” for your donations!

Chairman’s Club funds support the NBA Foundation’s current commitment of $27,000 in annual scholarships to broadcasting and journalism students at eight different colleges and universities across Nebraska.

Chairman’s Club donation levels start at $1,000 which can be paid over time if you prefer. To learn more, please contact Jim Timm at jim@ne-ba.org. Thank you for your consideration.

### Platinum Level Donors ($2,000 or greater donation)

- Dick Chapin
- Mike Flood
- John and Mary Mitchell
- Marty Riemenschneider
- Jason and Charlie Effinger
- David Kelly
- Scott & Gil Poese
- Barbara and Harold Soderlund

### Chairman’s Club Donors ($1,000-$1,999 donation)

- Patty and Paul Aaron
- Charlie Brogan
- Ulysses Carlini, Sr.
- Dick Cavett
- Craig Eckert
- Ken Fearnow
- George Haskell
- Gene Koehn
- Ray Lockhart
- Lorena and Don Meier
- Steve Morris
- Will Norton, Jr.
- Dick Palmquist
- Larry Rice
- Chuck & Judy Schwartz
- Rick Siebert
- Robert G. Thomas
- Dara Troutman
- Nancy and John Webster
- Dave Birnie
- Eric Brown
- Ulysses Carlini, Jr.
- ConAgra Foundation, Inc.
- Ken Elkins
- Julie Gade
- Howard Kennedy
- Craig Larson
- Carolyn and Ed May, Jr.
- Roger Moody
- Phyllis Ned
- Randy Oswald
- Joy Patten
- Tom Robson
- Howard H. Shrier
- Robert E. Thomas
- Jim and Deb Timm
- Karen and Larry Walklin
- Webster Communications
The NBA Executive Committee approved a $500.00 donation from the NBA Foundation to support the families of the victims of the recent Roanoke TV shooting.

The “Alison & Adam Memorial Fund” to support families of the victims of the Roanoke TV shooting was created by The National Association of Broadcasters, the Radio Television Digital News Association and the National Academy of Television Arts & Sciences to support the families of Alison Parker and Adam Ward. Parker and Ward were tragically killed by a former employee in a shooting on WDBJ-TV, Roanoke.

A portion of the contributions will be distributed to family members of Parker and Ward by the NAB. An additional contribution will go to Vicki Gardner, Executive Director, Smith Mountain Lake Regional Chamber of Commerce, who was critically injured while being interviewed.

Those wishing to contribute to the ‘Alison & Adam Memorial Fund’ can do so at http://www.nab.org/donate. Donations to the fund will be accepted until the end of November.

Checks can also be mailed to: Alison and Adam Memorial Fund, C/O NAB, 1771 N Street, N.W., Washington, DC 20036.

KODY-AM Celebrates 85 Years

On July 23rd, KODY AM IN North Platte celebrated 85 years of broadcasting with a reception at River’s Edge Cuisine in North Platte. The event welcomed past and present broadcasters, owners, managers and listeners to relive their favorite memories of KODY. Several items of memorabilia, including the neon K-O-D-Y letters that sat on top of the building for many years were on hand to view as well.

KODY-AM first came on the air in 1930 as KGNP, with most of the programming locally originated. The LeBarron family was the first owners, who sold the station to WOW Radio in Omaha in 1943. WOW changed the call letters to what they are today, KODY. Ownership changed frequently, including in the late 1960 or early 1970s, when the Cincinnati Reds General Manager Dick Wagner become a part-owner. KODY carried Reds baseball for a time in the 70s, including during the “Big Red Machine” World Championship years. Armada Media currently owns KODY, a member of the Huskeradio group, along with KXNP-FM, KHAQ-FM, KZTL-FM and KRNP-FM.

Congratulations to the current staff on creating a terrific celebration to mark this milestone in KODY history! 
Editor’s Note: From time to time, we’ll be publishing items from the NBA archives.

This issue includes information taken from Modulators from 1980, 1990 and 2005 respectively.

35 YEARS AGO
WOWT weekend anchor, Jan Rasmusson, will become co-anchor of the station’s 6 p.m. newscast weekdays, joining Chief Newscaster Gary Kerr. Current co-anchor, Byron Wood is being freed for additional responsibilities.

Joe Martin has joined KOTV, Plattsmouth as Program Director, Jeff Schmahl joins as Sports Director, and Dick Janda from KOLN/KGIN TV is handling all sports programming and activities.

WOWT President Jim Smith has named Ed Zachary V.P and Manager for WOWT. John Prescott joins WOWT as Executive Producer of “Live at 5.”

KIBC-FM, Ogallala has named Kendall Guenin Manager. Guenin had been associated with KODY, North Platte and KHAS, Hastings.

Ken Headrick has resigned as President-Elect of the NBA due to personal and business reasons. Cal Coleman of Fremont moves up to that position from Vice-President while John McDonald from KGFW/KQKY Kearney is chosen for the VP slot. The board also confirmed the appointment of Gary Nielsen of Omaha to fill a vacancy on the board.

25 YEARS AGO

The 1990 NBA Convention was held in August in North Platte. Pictured below, Charlie Evans gives a Buffalo Bill welcome while Larry Walklin and North Platte Mayor Jim Kirkman listen in. (left)

The 1990 convention took on special charm when the Friend of the Nebraska Broadcasters Award was presented to the Honorable Virginia Smith, serving her 15th year in the U.S. House of Representatives from the 3rd Congressional District. NBA Chair Larry Rice presented Congresswoman Smith with a special plaque presented at the convention luncheon. (below)

10 YEARS AGO

Local Radio and Television Stations all across Nebraska are airing public service announcements and are raising money for Hurricane Katrina Relief through various methods, including promotions and remotes. The NBA has donated $10,000 to the American Red Cross Disaster Relief Funding, earmarking a portion of that donation to the Red Cross Heartland Chapter. Additionally the NBA made cash donations to both the Louisiana and Mississippi Broadcasters Associations’ Broadcaster Relief Foundations, where contributions will be used to help smaller market broadcasters whose

continued on next page
stations were obliterated by the hurricane.

The 2005 convention was held at the Cornhusker Hotel in Lincoln. Chairman Craig Larson presented plaques to retiring board members Wayne Specht, KHAS/KICS Hastings, and Del Meyer, KHUB/KFMT, Fremont. (left) Hall of Fame inductees were Ulysses Carlini, Sr., KNOP/KIIT, North Platte- KHAS TV, Hastings and Cathy Hughes, founder and CEO of Radio One.

A contract has been signed and an application filed to the FCC for the transfer of television stations KHAS TV, Hastings, as well as KNOP and KIIT from Greater Nebraska to Hoak Media of Nebraska for a reported $9.5 million.

The new quarterly Senator Ben Nelson Call-In show aired its inaugural program in August. The show is a one hour format and originates from KKar in Omaha with Neil Nelkin as host. The program is being carried on a twelve-station statewide radio network.

The Journal Broadcast Group has purchased some of the television stations that are being sold off by Emmis Communications, including KMTV, Omaha, WKTX TV, Fort Meyers and KGUN TV, Tucson. The package deal is for a reported $235 million.

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**UNK Honors Schwartz as Distinguished Alumni**

The University of Nebraska at Kearney presented their 36th Annual Distinguished Alumni Awards at a luncheon on September 25th as part of their annual homecoming week celebration. One of their eight awards was presented to Chuck Schwartz, UNK class of 1972. A UNK news release said in part: “Schwartz has one of the most recognizable voices in western Nebraska. The station manager of KNEB-AM and FM in Scottsbluff, Schwartz broadcasts the “Area Game of the Week” for football and basketball. Schwartz started his broadcasting career as a student at Kearney State College at KOVF, the campus radio station, where he served as sports director. He also was sports director of KRNK in college. Since doing his first radio play-by-play broadcast on KOVF, Schwartz has called more than 3,000 games in 260 facilities and in six different states. In 2014, Schwartz was named Media Person of the Year by the Nebraska Coaches Association. Before he came to Scottsbluff, Schwartz worked for a number of stations in North Platte as a sales representative and sports director.”

Congratulations Chuck!

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**In Memoriam**

Jeff Schmahl
Terry Yeager
Are You Too Busy to Train Your Employees?

From Bryan Marriott at P1 Learning

Fit Employee Training Into Your Busy Schedule

Let’s face it, you’ve probably experienced a day in which you just couldn’t get everything done. Between meeting with clients, doing your work, answering emails and helping co-workers, every moment from 8 to 5 was filled. Now, what if you had to do employee training on top of that? Sounds daunting, huh?

Fortunately, stations can design their training programs to fit into busy schedules and still adequately inform employees – doing so just requires the right tools and planning.

Know Where Time is Spent

Ever go about your work and suddenly realize half the day is gone? Sometimes time passes by quickly and you may feel overwhelmed. Stations that want to build a training program should start by taking control of work time. Know what your employees do during the hours they’re at the office and figure out what demands you can cut.

According to a survey conducted by AtTask, a management software developer, and Harris Interactive, a market research firm, employees typically only spend 45 percent of their time at work doing job-related tasks. The rest of their day is broken up by productive meetings, answering emails, administration tasks, unproductive meetings and interruptions (like talking to a co-worker). Looking at that list, you can already see items that are worth striking from the schedule, such as unproductive meetings. Look for areas where employees’ time is wasted and take steps to eliminate those items from their schedules.

Choose Flexible Options

Even after slimming employees’ schedules, many might feel they don’t have time to complete a training program. However, whether employees have room in their day comes down to the program itself. Avoid training programs that are long and must be completed all at once. Instead opt for training programs that use eLearning courseware, which can be short. Videos could be just 10 minutes, which is much easier to find time for than a one-hour meeting. What’s more, you can break a training topic into a series of videos, allowing employees to complete their required tasks at their own pace.

Perhaps your employees have a couple of minutes before they have to meet with a client. Rather than start work tasks they won’t have time to finish, they can get a training video out of the way.

eLearning is a short and effective option for your company training program. Unlike other teaching methods, videos can fit into your employees’ work days and lucky for you as a member of the Nebraska Broadcasters Association you have a free eLearning service available 24/7/365 from P1 Learning. If you’re not yet registered for this service, contact support@p1learning.com today.
Governor Ricketts Call-In Show

"The call-in show provides a unique and important avenue for the Governor to listen to the issues and concerns of Nebraskans across the state." – Governor-elect Pete Ricketts

More than 25 NBA member stations across the state carry the show, which originates from the studios of KFOR in Lincoln. Here is the schedule through December 2015 (2:00p.m. Central, 1:00 p.m. Mountain):

- September 28
- October 19
- November 16
- December 21

Nebraska Emergency Alert System 2015

Required Monthly Test Schedule

All RMTs are scheduled for the third Tuesday of each month

- OCTOBER 20 AT 11:00 PM
- NOVEMBER 17 AT 10:00 AM (NWS INITIATED)
- DECEMBER 15 AT 11:00 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

2016 Nebraska Political Advertising Calendar

Primary Election: Tuesday, May 10, 2016.
Lowest Unit Charge window opens Saturday March 26, 2016.

General Election: Tuesday, November 8, 2016.
Lowest Unit Charge window opens Friday, September 9, 2016.
2015 Pinnacle Award Winners
Sponsored by Nebraska Army National Guard & Pinnacle Bank

1. SERVICE TO COMMUNITY
   Gold  NET Radio, Lincoln  "Nebraska’s Homeless"
   Silver NET Radio, Lincoln  "Living with Cancer in Nebraska"
   Bronze KFOR, Lincoln  "Early Architectural History of Lincoln"

2. SERVICE TO CHILDREN
   Gold  KRNY, Kearney  "KRNY St. Jude Event"
   Silver KSYZ, Grand Island  "Send the Kids to DC"
   Bronze KNEB, Scottsbluff  "Special Olympics Polar Plunge"

3. SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION
   Gold  WJAG, Norfolk  "Building Bridges"
   Silver KFOR, Lincoln  "Economic Impact of Lincoln Marathon"
   Bronze NET Radio, Lincoln  "Locomotive’s Restoration Gives PR"

4. SERVICE TO AGRICULTURE
   Gold  NET Radio, Lincoln  "My Farm Roots"
   Silver KFOR, Lincoln  "Ag High Tech Farmers"
   Bronze KZEN, Columbus  "Behind the Chutes of a Rodeo"

5. BEST SPOT NEWS REPORTING
   Gold  KLIN, Lincoln  "Mother’s Day Tornadoes"
   Silver KVNO, Omaha  "Lieutenant Governor Resigns"
   Bronze KTIC, West Point  "Pilger Twin Tornadoes"

6. BEST IN-DEPTH OR INVESTIGATIVE STORY OR SERIES
   Gold  NET Radio, Lincoln  "Homecoming: Impact on Nebraska Veterans"
   Silver KLIN, Lincoln  "Mother’s Day Tornado Aftermath"
   Bronze KLIN, Lincoln  "Purple Penguins"

7. BEST NEWSCAST
   Gold  KRVN, Lexington  "KRVN News"
   Silver KFAB, Omaha  "Tony Wike Morning News"
   Bronze WJAG, Norfolk  "WJAG News"

8. BEST PLAY BY PLAY/ON THE SCENE SPORTS REPORTING
   Gold  KNTK, Lincoln  "Wild Finish – Lincoln Northeast"
   Silver KKPR, Kearney  "Kearney Catholic Volleyball 3-Peats"
   Bronze KNEN, Norfolk  "St. Francis vs. High Plains"

9. BEST IN-DEPTH SPORTS STORY OR SERIES
   Gold  KNTK, Lincoln  "Winnebago Tribe"
   Silver KLIN, Lincoln  "Flags for Pilger"
   Bronze KNTK, Lincoln  "Huskers Surprising Head Coach Hire"

10. BEST SPORTSCAST
    Gold  KFAB, Omaha  "Jim Rose Sports"
     Silver KHUB, Fremont  "KHUB Morning Sports"
     Bronze WJAG, Norfolk  "WJAG Sports"
### 2015 Pinnacle Award Winners

#### RADIO (Continued)

**11. BEST COMMERCIAL**

<table>
<thead>
<tr>
<th>Award</th>
<th>Station</th>
<th>Spot Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>KKPR, Kearney</td>
<td>“Carnivore’s Meat Supply-Ugg”</td>
</tr>
<tr>
<td>Silver</td>
<td>KCNI/KBBN, Broken Bow</td>
<td>“Custer Federal Friends”</td>
</tr>
<tr>
<td>Bronze</td>
<td>KTIC, West Point</td>
<td>“Surplus Center, Guys Love to Shop”</td>
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</table>

**12. BEST PROMOTIONAL SPOT ANNOUNCEMENT OR CAMPAIGN**

<table>
<thead>
<tr>
<th>Award</th>
<th>Station</th>
<th>Spot Description</th>
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</thead>
<tbody>
<tr>
<td>Gold</td>
<td>KZKX, Lincoln</td>
<td>“Ornament Smash Promotion”</td>
</tr>
<tr>
<td>Silver</td>
<td>KLIQ, Hastings</td>
<td>“Royals Baseball on Fire”</td>
</tr>
<tr>
<td>Bronze</td>
<td>KNEN, Norfolk</td>
<td>“Northeast Nebraska All Star Classic”</td>
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**13. BEST STATION WEBSITE**

<table>
<thead>
<tr>
<th>Award</th>
<th>Station</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>KROR, Grand Island</td>
<td>“www.rock1015.com”</td>
</tr>
<tr>
<td>Silver</td>
<td>KNEB, Scottsbluff</td>
<td>“www.kneb.com”</td>
</tr>
<tr>
<td>Bronze</td>
<td>NET Radio, Lincoln</td>
<td>“www.netnebraska.org”</td>
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</tbody>
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#### TELEVISION

**1. SERVICE TO COMMUNITY**

<table>
<thead>
<tr>
<th>Award</th>
<th>Station</th>
<th>Story Title</th>
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</thead>
<tbody>
<tr>
<td>Gold</td>
<td>KETV, Omaha</td>
<td>“Chronicle: Nebraska’s Pill Problem”</td>
</tr>
<tr>
<td>Silver</td>
<td>NET Television, Lincoln</td>
<td>“Senate and Gubernatorial Debates”</td>
</tr>
<tr>
<td>Bronze</td>
<td>KOLN/KGIN, Lincoln/Grand Island</td>
<td>“Serve Nebraska”</td>
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**2. SERVICE TO CHILDREN**

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<thead>
<tr>
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<th>Station</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>KOLN/KGIN, Lincoln/Grand Island</td>
<td>“Funding Pediatric Cancer Research”</td>
</tr>
<tr>
<td>Silver</td>
<td>KOLN/KGIN, Lincoln/Grand Island</td>
<td>“Alexis Verzal’s Recovery”</td>
</tr>
<tr>
<td>Bronze</td>
<td>KNOP/KNPL, North Platte</td>
<td>“School Crosswalk Dangers”</td>
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**3. SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION**

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<tr>
<td>Gold</td>
<td>KOLN/KGIN, Lincoln/Grand Island</td>
<td>“Governor Heineman’s Legacy”</td>
</tr>
<tr>
<td>Silver</td>
<td>NET Television, Lincoln</td>
<td>“Nebraska Stories: Runway Magic and More”</td>
</tr>
<tr>
<td>Bronze</td>
<td>KETV, Omaha</td>
<td>“Business Ethics Alliance”</td>
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**4. SERVICE TO AGRICULTURE**

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<thead>
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</thead>
<tbody>
<tr>
<td>Gold</td>
<td>KHGI, Kearney</td>
<td>“Farmer Veteran”</td>
</tr>
<tr>
<td>Silver</td>
<td>KOLN/KGIN, Lincoln-Grand Island</td>
<td>“Potato Farm”</td>
</tr>
<tr>
<td>Bronze</td>
<td>NET Television, Lincoln</td>
<td>“Tossed Out: Food Waste in America”</td>
</tr>
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</table>

**5. BEST SPOT NEWS REPORTING**

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>KETV, Omaha</td>
<td>“Pilger Tornado Damage”</td>
</tr>
<tr>
<td>Silver</td>
<td>KLKN, Lincoln</td>
<td>“Pilger: Surviving Twin Tornadoes”</td>
</tr>
<tr>
<td>Bronze</td>
<td>KLKN, Lincoln</td>
<td>“Karma Fire”</td>
</tr>
</tbody>
</table>

**6. BEST IN-DEPTH OR INVESTIGATIVE STORY OR SERIES**

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<td>KETV, Omaha</td>
<td>“Chronicle: Innocence Lost, Invisible Victims”</td>
</tr>
<tr>
<td>Silver</td>
<td>WOWT, Omaha</td>
<td>“Jelly and the Halo”</td>
</tr>
<tr>
<td>Bronze</td>
<td>KETV, Omaha</td>
<td>“Colorado’s Marijuana, Nebraska’s Problem”</td>
</tr>
</tbody>
</table>

[www.ne-ba.org](http://www.ne-ba.org) | 402.933.5995
2015 Pinnacle Award Winners

7. BEST NEWSCAST
   Gold   KETV, Omaha  “KETV 5pm News”
   Silver KLKN, Lincoln  “KLKN 5pm News”
   Bronze KOLN/KGIN, Lincoln/Grand Island  “KOLN 10pm News”

8. BEST ON THE SCENE SPORTS REPORTING
   Gold   KOLN/KGIN, Lincoln/Grand Island  “State Championships”
   Silver WOWT, Omaha  “Boys State Basketball”
   Bronze KOLN/KGIN, Lincoln/Grand Island  “High School Football”

9. BEST IN DEPTH SPORTS STORY OR SERIES
   Gold   NET Television, Lincoln  “Big Red Wrap Up: Iowa Recap”
   Silver WOWT, Omaha  “Coach Riley Interview”
   Bronze KHGI, Kearney  “Cerebral Palsy Wrestler”

10. BEST SPORTSCAST
    Gold   KETV, Omaha  “KETV 10pm Sports”
    Silver KOLN/KGIN, Lincoln/Grand Island  “KOLN 10pm Sports”
    Bronze WOWT, Omaha  “WOWT 10pm Sports”

11. BEST COMMERCIAL
    Gold   KLKN, Lincoln  “Ginger Grill”
    Silver KHGI, Kearney  “Kearney App”
    Bronze KSNB, Hastings  “Tri City Auction”

12. BEST PROMOTIONAL SPOT ANNOUNCEMENT OR CAMPAIGN
    Gold   KOLN/KGIN, Lincoln/Grand Island  “Abby and Her Dog”
    Silver KETV, Omaha  “Burlington Station Pioneer Spirit”
    Bronze KHGI, Kearney  “We Love Our Communities”

13. BEST STATION WEBSITE
    Gold   WOWT, Omaha  “www.wowt.com”
    Silver KETV, Omaha  “www.ketv.com”
    Bronze NET Television, Lincoln  “www.netnebraska.org”

STUDENT RADIO

PUBLIC SERVICE ANNOUNCEMENT
   KRNU, Lincoln  “Boys and Girls Club”

BEST PROMOTIONAL ANNOUNCEMENT
   KVNO, Omaha  “Haunted Heartland”

NEWS STORY
   KVNO, Omaha  “Earth Day 2015”

NEWS FEATURE
   KVNO, Omaha  “Wilson & Washburn”

SPORTS STORY
   KVNO, Omaha  “Omaha Hockey Fans”

LIVE SPORTS EVENT
   KRNU, Lincoln  “Nebraska Women’s Basketball vs. Minnesota”