What a great turnout! What a great convention! The NBA thanks you – our valued NBA members – for such strong member participation in our 82nd Annual Convention on August 16th and 17th at the Embassy Suites in downtown Lincoln!

Our sessions kicked off on Tuesday with our management training session led by Boyd Ober (left) entitled “Leadership Presence.” Next up was our annual Legal/NAB session, co-hosted by NBA attorney John Wells King and NAB Government Relations team member Ray Baum (right). The afternoon continued with the NBA’s Annual Business Meeting, attended by over 30 members, officers and directors. NBA Chairman C. Taylor Walet III led an informative meeting that included a summary of the prior year’s activities and accomplishments for our member stations.

Tuesday evening’s Hall of Fame Banquet welcomed Jerry Dishong, Rose Ann Shannon and Dave Thorell as our Class of 2016. Each inductee received their plaque from Nebraska Lieutenant Governor Mike Foley. Dignitaries in attendance included Congressman Adrian Smith and State Senators Curt Freisen, Robert Hilkemann, Jerry Johnson, Paul Schumacher, Les Seiler and Matt Williams.

The next day featured our lineup of concurrent training sessions, which drew excellent reviews from our members. NBA Engineers were treated to a day full of presentations from various speakers with the support of the Ennes Foundation. In our morning sessions, salespeople and sales managers learned how to better sell to auto dealers with John Tkac. Newsroom employees were given a bevy of new ideas from Graeme Newell.

Our Keynote Luncheon speaker featured the return of one of our most-requested speakers of all time, Bryan Dodge. Bryan used his unique blend of humor and penetrating statements to get

continued on next page
2016 Convention (continued)

Attendees thinking about what they can do to improve their own performance and in turn, the performance of their respective teams.

The concurrent sessions continued after lunch, with Michael Sharkey leading a session on Radio Programming while Bryan Dodge led our 2nd sales training session.

At our grand finale on Wednesday evening we recognized the best of the best in Nebraska broadcasting with our NBA Pinnacle Awards...done Disco style! Emcee Greg Sharpe and Miss Nebraska USA 2016 Sarah Hollins presented 78 awards to our professional members, 11 awards to our college competitors, and for the very first time, 3 awards to high school students. A complete list of all award winners appears later in this issue of The Modulator. Congratulations to all of our 2016 Pinnacle Awards winners, and thanks again to the North Dakota broadcasters for judging our entries.

The evening closed with lots of money being given away! The winning tickets of five people were in attendance were called resulting in an instant $100 bill being tucked into their hand, along with qualifying to play Nebraska lottery “Plinko” for a chance to win up to $1,000. Congratulations to Dennis Ernest who won $1,000 in a “Plinko” playoff, and promptly gave half of it to the NBA Foundation Scholarship Fund!

On behalf of our NBA Board of Directors and Convention Committee, THANK YOU for attending and making this convention such a tremendous success. Our Convention Committee has already met to review member survey feedback and start planning the lineup for 2017. Please mark your calendar now for August 15th and 16th 2017, at The Embassy Suites – La Vista!

Save the Date for Convention 2017:
August 15 & 16
Embassy Suites - LaVista
2016 Convention Photos—Hall of Fame

continued on next page
2016 Convention Photos—Keynote Luncheon

2016 Convention Photos—Pinnacle Awards

continued on next page
Go to www.ne-ba.org to find more photos from our 2016 Convention!
Outgoing NBA Board Members Recognized at Annual Meeting

During the Annual Business Meeting of the NBA on August 16th, members in attendance approved a new slate of officers and directors (see accompanying article on page 7). Upon approving the new slate, NBA Chairman C. Taylor Walet III of iHeart Media-Omaha took a moment to recognize the terrific contributions of outgoing NBA Board members Dwight Lane (left) of KTIC AM/FM in West Point, and Jeff Miller (right-upper) of KPTM/KXVO TV in Omaha. After presenting these gentlemen with a plaque, Walet received his own plaque from NBA President Jim Timm (right-lower), thanking Walet for his outstanding leadership and decisiveness during his term as Chairman of the Board from August 2015 to August 2016.

New Officers and Directors Approved at NBA Annual Meeting

Officers:
Chairperson of the Board: Joy Patten
Chairman Elect: David Kelly
Vice-Chairman: Patrick Maag
Second Vice-Chairman: Ariel Roblin
Secretary-Treasurer: Graig Kinzie
Past Chairman: Taylor Walet

Directors, Broadcast:
Vince Barresi: KHGI/KWNB TV, Kearney
Nate Christopher: Armada Media, Scottsbluff
Chuck Schwartz: KNEB AM/FM, Scottsbluff
Ami Graham: NRG Media, Lincoln
Mark Jensen: MBW Broadcasting, Broken Bow/Ord
Chris Walz: Walnut Radio, Fremont/Blair/Omaha
Dennis Brown: KBPY/KCSR, Chadron
Scott Poese: KBRX AM/FM, O’Neill
Susan Ramsett: Gray Television, Nebraska

Term Concludes
2017

Associate Member:
Dara Troutman: University of Nebraska Foundation

Notes: Schwartz is filling the final year of Kinzie’s term as he becomes an Officer; Schwartz will be slated for a new 3-year term starting in 2017. Brown completed the final year of Roblin’s term as she became an officer in 2016 and is now starting a new 3-year term.
Chairperson’s Column by Joy Patten

I’m excited and honored to represent and serve the Nebraska Broadcasters Association for the 2016-17 year. Starting in radio at age 16, and literally growing up in the industry (Like many broadcasters I have met), I’ve personally been led and mentored by great broadcasters over the years. Many of them understood the importance of the NBA and served as board members or went up the ranks to President or Chairman of the Board. Each mentor helped show me the way to broadcast excellence and the importance of serving our communities.

There are so many opportunities for the next generation of broadcasters. The digital age has opened doors to expand our products and signal to not only our city of license but to our state and the world. These technical advances keep expanding our skill sets and opportunities. With all of these exciting expansions, however, we still need take time to mentor the next generation and keep teaching new broadcasters what it means to be ethical broadcasters.

I had the pleasure of experiencing a great mentoring example recently. An experienced announcer in our company who is currently mentoring two new and upcoming young broadcasters asked if she could pay to bring these two young ladies to the Hall of Fame dinner. She wanted them to attend so they could see what defines an outstanding broadcaster, and so she could provide them a vision for the future. She wanted them to witness first hand the best of the best of broadcasters. What better place than our own Hall of Fame dinner. How powerful is that!

As you start working on your station budget for 2017, I urge you to plan to mentor one of our next generation broadcasters. Budget to bring one or two of them to the next Hall of Fame dinner. I can guarantee they will leave the event feeling proud to be broadcasters and thinking there is no other career they would rather pursue.

2016 Nebraska Political Advertising Calendar

General Election: Tuesday, November 8, 2016. Lowest Unit Charge window opened Friday, September 9, 2016.

Could your non-profit organization benefit from statewide TV and Radio exposure?

Please contact Jim Timm to learn about the NBA’s Public Education Program
jim@ne-ba.org
402.933.5995

Click this ad to view/download our PEP brochure!
Board Briefs: A summary of the NBA Board of Directors summer 2016 meeting held at the Embassy Suites in Lincoln.

Chairman C. Taylor Walet III called the meeting to order at 9:32 a.m. and minutes of the quarterly board meeting of May 4, 2016 were approved. Financial statements for April, May and June were presented by Secretary-Treasurer Ariel Roblin and approved.

President Jim Timm reported that nominations for our 2017 Hall of Fame inductions will close on January 16, 2017 and that the nomination form is available on our website.

Regarding federal legislative issues, Timm reported that the FCC Spectrum Auction is now underway and that Congressman Jeff Fortenberry has made an Appropriations request for additional relocation funding if needed, as most experts agree that the sum and deadline outlined by the FCC is grossly insufficient. On Advertising Deductibility, Timm stated that Congressman Adrian Smith is still intent on a tax reform package and that his idea to change ad deductibility appears to still be in consideration. Timm noted that while the Performance Tax continues to have strong opposition in Congress, our opponents are not giving up their fight. Timm closed this segment by noting that he will be joined by some GM’s at a meeting on August 30th with Senator Deb Fischer’s telecom aide Jamie Susskind, so that she can report our concerns to the Senator.

As a follow-up from our May meeting on adding Digital media to our PEP campaigns, Timm reported that few member stations responded to the NBA survey on offering digital media for PEP and of those, what was offered was so different from station to station that it lacked substance as a viable platform. Timm said he had also contacted other NASBA members on the topic and learned that a few states have begun using a social media “sharing” program through a company called Growth Weaver. He provided a handout on their program and gave a brief overview of how the program works. Past Chairman Jason Effinger said he felt this is worth further investigation, stating that our PEP is clearly at a disadvantage without any digital or social media platforms. It was agreed that Timm should work with Growth Weaver on next steps and seek board approval when a potential campaign is on the table.

Reporting on Member Services, began with Alternative Inspections and presented a list of candidates and proposed next steps for an independent contractor to replace Tom Toenjes as he retires at the end of 2016. Timm agreed to get interviews scheduled with a goal of the board approving a hire at our fall meeting. On the EEO Scholarship program, Timm said he will contact stations this fall to seek participation for the 2017-2018 cycle. On Paid Internships, Timm reported that few member stations use this benefit, even after it was modified to include high school seniors. Timm then stated that our sales training programs from LBS and P1 continue to get regular member usage and that the Chris Lytle webinars are being promoted to our members. Timm also noted steady use of Omnia Profiles and said a recent reorder had been approved by Chairman Walet as they were needed before this meeting.

On our 2016 Annual Convention, Timm reported registration appears just shy of last year’s record attendance, with attendance well over 500. He said that we had 391 professional media entries in our Pinnacle Awards which generated $11,725 in income for our Foundation scholarship fund. Timm said the convention committee will meet in the coming weeks to review 2016 and make recommendations for 2017. Timm closed this segment by noting that our 2017 convention is set for August 15 & 16 at the Embassy Suites in La Vista.

Regarding our Future Talent initiatives, Timm presented an outline of proposed next steps that the board approved, to keep the future talent video testimonial project moving forward now that UNL’s Jacht ad agency is about to be back in session. Timm then reported that the Electronic Media Camp we sponsored at UNK went very well, with 14 students attending, several area member stations participating, and strong enthusiasm for 2017. Timm also stated that the NBA and KOLN/KGIN participated in last month’s NHSPA summer camp and that he and member stations will be involved in the NHSPA Fall conference in October at UNL.

In other business, Timm reported that the inaugural NBA Foundation golf tournament produced a $3,000 profit. Tournament organizer Graig Kinzie stated that everything went well and recommended that we keep the tournament at Woodland Hills given their strong performance. Board feedback was positive and continued on next page
they asked Timm and Kinzie to proceed with plans for 2017, keeping our spring board meeting scheduled the day prior to help drive attendance. Timm then said that he and Allen Beermann had recently met with new NSAA media contact Jeff Stauss and executive director Dr. Jim Tenopir. Timm said it was a positive discussion with agreement that any significant proposed changes to their media guidelines be brought to Media of Nebraska members for input before they are made policy. Timm then referred members to the document outlining the proposed broadcast ad sales content from P1 Learning to be taught at UNL by Rick Alloway as part of a required Junior-level writing course, to be paid for by the NBA. The Board approved the plan, allowing this sales training to occur in October of the fall 2016 semester. Considerable discussion was had regarding the NBA Foundation’s Hastings College scholarship now that KFKX has signed off and the journalism/broadcasting program has been realigned under their College of Arts. A motion was approved instructing Timm to gather certain information from Hastings College and then continue or terminate our donor agreement, depending on the information supplied.

Walet thanked everyone for their participation and the meeting adjourned at 11:38 a.m.
Here are 5 steps you need to take before you can jump into drone journalism

If all the talk about new drones rules has you ready to buy one for your newsroom, there's a few things you ought to know first. Just because the FAA says there's a legal path to drone use doesn't mean you can just go buy one and start using it for your news organization. The FAA is just the first step. Here are 5 steps you need to take before you can jump into drone journalism.

1. First things first, your employees must get through the FAA's certification test. It's a computer-based test, given only at certified flight schools, and it's 60 multiple choice questions. Your employee will have two hours to take it and it'll cost $150. Easy, right? Wrong. It covers a lot of aviation knowledge that unless you study -- or you've been to ground school before -- it's like nothing you've ever seen. You can't just read a few things online and try to bluff your way through. It covers some very specific knowledge about airspace, aviation weather reports, navigation charts, aeronautics and the nitty-gritty of the FAA's new rules. We held a drone journalism boot camp at the University of Nebraska-Lincoln where I coached journalists from around the country through the test. So far, students from that boot camp are a perfect 16 for 16 taking the test. All of them said it was a lot harder than they expected going in.

2. After you get employees certified, you need to get insurance. Your general liability policy does not cover aircraft. So if your new pilot crashes one into a grade-school class, your insurance company is not going to be with you. You should first find out if your insurance provider is offering an aviation rider -- many are jumping into that now -- but there's also a bit of a gold rush going on in drone insurance. A lot of news organizations are asking me about drone insurance and unfortunately I can't offer much help. I'm fortunate to work for an organization that recognized the need for insurance early and got set up with its insurance provider before I even had to ask. What I'm told by people out there is that prices vary wildly, and caveat emptor. The cheapest policy with bobsbaitanddroneinsurance.com might not be the best if something goes horribly wrong.

3. With a Part 107 certified pilot and insurance, now you need an operations manual. You need internal policies that can guide you day to day and when things get sticky. We've created one that will get you started. You can get it at http://www.dronejournalismlab.org. It's an open source, creative commons licensed document, which means you're free to use it however you need. Use it as a foundation for your own practices, or use it verbatim. All we ask is that if you have ideas, kick them back to us so we can incorporate them in the document, make it better and help the industry. Your operations manual should, at a minimum, define roles and what the pilot in command must do each and every time they fly, from pre-flight inspections that are required by the FAA to post-flight logging, which will help you to know when your drone is needing to go to the shop or be replaced. But there's one thing your operations manual should make very, very clear ...

4. Whatever policies you put into place internally, know this: Drone pilots are pilots to the FAA. Your employee, certified by the FAA, is the Pilot in Command and has the final authority on if they can conduct the flight safely. If there's a crash that hurts someone, the FAA will hold the Pilot in Command responsible. If there's a violation of FAA rules, it's the Pilot in Command who faces discipline. The news director screaming into the phone won't have his or her license stripped. The producer throwing a fit because they won't have a drone shot for a story isn't risking their federal certification. Newsrooms that have helicopters know this very well: If a manned helicopter pilot says no flight today, that's it. It should be no different with drone pilots. I'm honestly betting on there being a wrongful termination lawsuit coming from a newsroom because of this. You can mitigate this risk by training your managers up front: There are rules beyond their authority here, and the Pilot in Command is the final authority on if a flight happens or not. If they say no, that's the end of it.

5. Now go get practice. News involves people, and a drone pilot's first flight shouldn't be on a story. Find a field or a park somewhere and practice. On company time. Learn how to control the drone to get the shots you want. Watch other drone videos online and map out the types of shots you might use.
Drones (continued)

Examples: A long tracking shot following something that stretches for a long time; A gently rising boom shot showing how something stretches into the horizon, a sideways strafing shot. With practice, they and others much more complex are easy to pull off. And realize -- just because you have a new hammer, it doesn't mean everything is a nail. Every traffic crash, house fire, community festival and high school football game doesn’t need a drone shot. Part of practice is learning what drones are good for and what they aren't.

Matt Waite is a world-renowned expert in Drone Journalism. He is a professor of practice in the College of Journalism and Mass Communications at the University of Nebraska, where he also oversees their Drone Journalism Lab.

You can reach Matt at: matt.waite@unl.edu

Chris Lytle Sales and Management Webinars: FREE Member Benefit

The NBA is pleased to offer two more sales and management training webinars from noted industry trainer, Chris Lytle. These webinars are FREE to NBA member stations. Webinars are recorded for later viewing; contact Jim Timm at jim@ne-ba.org for access.

UPCOMING WEBINARS:

SALES TRAINING SERIES:

November 16th: HOW TO "TALK" ADVERTISING WITH YOUR PROSPECTS AND CUSTOMERS TODAY

MANAGER TRAINING SERIES:

December 21st: THE COACHING IMPERATIVE

Gil Poese Recreational Area Sign Unveiled

On Sunday, September 25th, a nice crowd was on hand at the Carney Park Pond in south O’Neill for the official unveiling of the Gil Poese Recreational Area. During Summerfest this year in O’Neill the Pond area was officially proclaimed to now be known as the Gil Poese Recreational area. The pond is a popular site for walkers, fishing and bench areas to enjoy the view.

Gil Poese is the long-time owner of KBRX AM/FM, where he remains active at the stations.
Government Relations News and Updates

**SENIUS DEB FISCHER SIGNS LOCAL RADIO FREEDOM ACT**

The NBA is pleased to report that Senator Deb Fischer has signed on to S. Con. Res. 4, the Local Radio Freedom Act. With Senator Fischer's signature, we now have four of our five federal delegates on record as opposing a "Performance Tax" on local radio stations. Senator Fischer joins Congressmen Ashford, Fortenberry and Smith in supporting local broadcasters in our fight against this potentially costly and damaging federal legislation. Thank you, Senator Fischer!

**SENIOR FISCHER’S TELECOM AIDE MEETS WITH NBA MEMBERS**

Jamie Susskind, telecom aide to Senator Deb Fischer, met with several NBA members at KETV’s Burlington Station on August 30th to be briefed on legislative matters of concern to local broadcasters. Those attending included Susan Ramset, of Gray Television, Vic Richards of WOWT TV, Ariel Roblin of KETV, Steve Seline of Walnut Radio LLC, Greg Vogt of Salem Media Group and NBA President Jim Timm. The concerns raised by our NBA Radio members included the proposed “Performance Tax,” the music licensing consent decree, pirate broadcasters and the impact of FCC field office closings. NBA TV members expressed their concerns about the FCC Spectrum Auction and its unrealistic repacking timetable and funding, the failure of satellite companies to carry in-market TV stations in certain Nebraska communities, and the challenges of certain retransmission consent negotiations. Radio and TV members alike also expressed concern over any tax reform package that may include the elimination of advertising deductibility and the FCC’s recent decision to uphold the current cross-ownership rules. The NBA thanks Jamie for her time and sincere interest in our members’ concerns!

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**NBA 2017 Hall of Fame Nominations Due by January 16th!**

Who will be inducted into the NBA Hall of Fame as our Class of 2017?

Nominations are welcome now through January 16, 2017. The NBA Board of Directors recently approved the following modifications to the HOF nomination process:

- Your entire nomination packet cannot exceed eight (8) total pages, including all documents; nomination form, recommendation letters, photos, etc.

- Recommendation letters are limited to three (3), at no longer than one page per letter.

- The completed nomination form cannot exceed three (3) pages.

- For candidates that were nominated in prior years, you can re-nominate a candidate through a brief written request (letter or email, jim@ne-ba.org) as the NBA will have the original nomination packet on file.

You can access the nomination form – and view a profile of every Hall of Fame inductee – any time at: [http://www.ne-ba.org/hof/](http://www.ne-ba.org/hof/)
Government Relations (continued)

MAJOR RETRANSMISSION CONSENT WIN

On July 14th, FCC Chairman Tom Wheeler announced via a blog post (https://www.fcc.gov/news-events/blog/2016/07/14/update-our-review-good-faith-retransmission-consent-negotiation-rules) that the FCC will not be taking any new regulatory actions on retransmission consent as a result of its investigation into its good faith rules. Specifically, Chairman Wheeler said that the FCC “will not proceed at this time to adopt additional rules governing good faith negotiations for retransmission consent.” This effectively closes the existing retransmission consent proceeding and ensures that broadcasters and pay TV companies continue to negotiate in the free market as they have for more than two decades. Chairman Wheeler said that the existing rules were adequate to ensure good faith negotiations.

Chairman Wheeler also warned that he “will not hesitate to recommend appropriate Commission action” if a review of a particular impasse reveals that a party has not negotiated in good faith, but that, after reviewing the record, “it is clear that more rules in this area are not what we need at this point.” The NAB and the NBA thank each of you who helped the NAB throughout this precarious process.

NBA, NASBA FILE JOINT COMMENTS ON PUBLIC FILE "LETTERS FROM PUBLIC"

The NBA, along with other state broadcasters associations representing all 50 states, the District of Columbia and Puerto Rico, recently filed Joint Comments in strong support of the FCC’s proposal to eliminate the rule which requires broadcasters to maintain letters and e-mails from the public in their public files. We made the following points:

(1) In light of the accessibility of other means by which the public can communicate with broadcast stations, including on social media where such communications typically are preserved and publically accessible, the requirement that stations retain letters and e-mails is outdated. We also noted that numerous broadcasters associations have made this point to the FCC in the past, so the elimination of the requirement now is, at a minimum, timely.

(2) Because the public correspondence portion is the final vestige of the public file required to be maintained in a paper format, elimination of the requirement would enable stations to dedicate staff resources to more productive uses as well as to provide a more secure and safe work environment for their staff.

(3) While radio stations outside the top 50 markets and those with fewer than 5 full-time employees are not required to move their public files online until 2018, the elimination of the final aspect of the physical public file may encourage them to do so earlier.

(4) Because commercial broadcasters are the only entities required to maintain correspondence from the public in their public files, elimination of the requirement would provide for regulatory parity with other FCC-regulated businesses.

So...How About That National EAS Test?

By the time you read this you will already know if the National EAS Test on Wednesday September 28th was successful at your station(s). And we should also have read some early returns from the FCC and FEMA as to how successful it was across America. From ETRS Form One through ETRS Form Two (and the FCC’s late suggestion that Form Two be completed in stages by time zone) there were lots of arms and legs involved in preparing for this test.

The NBA thanks Nebraska’s State Emergency Communications Committee (SECC) Chairman Rod Zeigler and several other NBA member Engineers for their willingness to share information and preparation tips statewide. This spirit of cooperation is just part of what makes broadcasting in Nebraska such a privilege!
Commissioner Ajit Pai (right) says the FCC should get more serious about exploring the idea of creating a new FM allocation called Class C4.

Speaking to an audience at the Radio Show here in Nashville, Pai noted that the commission took comments more than two years ago on this idea and received “generally positive” feedback, especially from FM stations in rural areas and small towns. Backers have said the move could allow hundreds of Class A FM stations to raise power, while some observers have worried about the impact on the FM band’s dramatically expanded translator ecosystem.

“I believe the idea of Class C4 FM stations is worth considering. I therefore support the commission taking the next step in the administrative process and issuing a Notice of Proposed Rulemaking,” he said.

“An NPRM would allow us to ask the right questions, explore the advantages and disadvantages of the proposal, and receive the views of all stakeholders. Then, we would be in a much better position to determine whether to implement this idea.”

Pai has used this fall Radio Show conference before as a platform to push policy changes, notably the AM revitalization process that is ongoing at the commission. He is widely considered a prime mover of that initiative and was very warmly received here in the session room as a friend to the U.S. radio business, in part for his work in AM.

“But we shouldn’t neglect the FM band, where the substantial majority of terrestrial radio listening takes place,” Pai told the audience. “If there are ways the FCC can modernize or update our regulations to help improve the quality of FM service, we should be open to them.”

Class C4 FMs would have more power than Class A but less than Class C3. “Specifically, Class C4 FM stations would be allowed a maximum effective radiated power level of 12,000 watts from a reference antenna height above average terrain of 100 meters,” he said.

“Under this proposal, it’s likely that hundreds of Class A FM stations could upgrade to Class C4 FM stations. That means they could broadcast with increased power and provide service to more Americans so long as they didn’t impact the existing service contours of other stations.” Broadcaster Matthew Wesolowski, CEO of SSR Communications and WYAB(FM), has estimated that 800 stations might benefit from this change.

Pai noted that the Multicultural Media, Telecom and Internet Council has supported the idea, and cited the example of an FM broadcaster in Ville Platte, La., who said that proposal would mean his station’s Cajun French and local music programming “would reach a larger area of South Central Louisiana.”

There has been opposition expressed in the past to such an idea. Broadcast attorney John Garziglia has said that it could lead to displacement of hundreds of translators and repeated that concern this afternoon.

Reached for reaction on the Pai speech, Wesolowski described himself as ecstatic. “I am also incredibly grateful to Commissioner Pai and Commissioner Clyburn, who were both willing to listen to the proposal and helped push it forward back in 2014, as well as their respective staffs. Full implementation of the Class C4/73.215 plan would be a boon to the entire industry, as hundreds of stations would be able to improve their service areas.”
FCC Commissioner Pai (continued)

On a related matter, Pai updated the numbers in the windows for AM translators. He said that in the first window, the FCC had received 671 applications, and as of last week, had granted 624. So far in the second window, it has received 268 applications and granted 200. “In sum, that’s 939 applications received and 824 applications granted.”

The FCC plans to more windows in which AMs can apply for new FM translators. “While the commission has not yet specified when that will take place, I will press for those windows to open in 2017.”

Subscribe to free Radio World NewsBytes newsletter. 


In 2014, President Obama directed the Secretary of Labor to update the overtime regulations to (according to the U.S. Department of Labor): “reflect the original intent of the Fair Labor Standards Act, and to simplify and modernize the rules so they’re easier for workers and businesses to understand and apply.”

The final rule will:

- Raise the salary threshold indicating eligibility from $455/week to $913 ($47,476 per year), ensuring protections to 4.2 million workers.
- Automatically update the salary threshold every three years, based on wage growth over time, increasing predictability.
- Strengthen overtime protections for salaried workers already entitled to overtime. Provide greater clarity for workers and employers.

Despite what you may have read about pending challenges to the new law, as of now the final rule will become effective on December 1, 2016. The final rule does not make any changes to the duties test for executive, administrative and professional employees.

In response to the new overtime rule, employers can:

- Pay time and a half for overtime work.
- Raise worker’s salaries above the new threshold.
- Limit workers’ hours to 40 per week.
- Some combination of the above.

If you have not yet done so, the NAB and NBA urge you to contact an employment law attorney to get professional guidance for your individual SEU’s circumstances.

In Memoriam

Tom Nuss
KHOL-TV/KHGI-TV, KSNB-TV and KHAS-TV

In Search of Future Broadcasters

As part of our ongoing “Future Talent” initiative, the NBA continues to participate in events where we can showcase broadcasting career opportunities and talk one on one with interested high school or middle school students.

NHSPA Summer Camp at UNL

The Nebraska High School Press Association (NHSPA) held its annual Summer Camp at UNL from July 18-20. The NBA supported this event for the second year, providing full scholarships to two kids who selected the video production track and sponsoring the campers’ t-shirts. These video-interested students spent three days under the direction of Taylor Siebert of Striv, the Nebraska-based company that contracts with multiple Nebraska high schools to provide students with tools and instruction to produce online play-by-play broadcasts of their school’s various athletic competitions. Thanks to Stephanie Hedrick and Bridget Fargen of KOLN/KGIN TV in Lincoln, these students spent a few hours in their newsroom learning all about what goes into editing and producing a newscast. To cap their afternoon at 1011 News, the students sat in on the live 4:00 p.m. news to see firsthand what it takes to produce a local TV newscast.

Explore It! Career Fair at SCC - Beatrice

Over 450 students from 13 southeast Nebraska high schools and middle schools descended upon Southeast Community College in Beatrice on September 27th for their annual “Explore It!” career fair. NBA President Jim Timm spoke with students about careers in broadcasting, answering many questions about the changes in our industry and the types of skills needed to succeed. Several students took their turn behind the microphone to get a taste of audio recording while giving their suggestions on how they think the State of Nebraska can reverse the “brain drain” trend that is leaving so many jobs open across our state. Timm said he spoke with over 200 kids and noted a handful with serious broadcasting and journalism interest. He also spoke with a high school teacher who wants to launch some broadcasting activities at his school.

NEW MEMBERS

KNHL TV, Hastings
Hail Varsity
Nebraska Emergency Alert System 2016 & 2017

Required Monthly Test Schedule
All tests are scheduled for the 3rd Tuesday of each month

2016:
OCTOBER 18 AT 11:00 PM
NOVEMBER 15 AT 10:00 AM
DECEMBER 20 AT 11:00 PM

2017 (continued):
JUNE 20 AT 11:00 PM
JULY 18 AT 10:00 AM
AUGUST 15 AT 11:00 PM
SEPTEMBER 19 AT 10:00 AM
OCTOBER 17 AT 11:00 PM
NOVEMBER 21 AT 10:00 AM
DECEMBER 19 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

ALL TIMES ARE CENTRAL - DAYLIGHT OR STANDARD, DEPENDING ON TIME OF YEAR.

Governor Ricketts Call-In Show

All times 2pm Central/1pm Mountain unless otherwise noted; subject to change depending on Governor's schedule

All Governor's Call In shows originate from KFOR, Lincoln, and are uplinked to the Husker Sports Network on NET-2. Stations who cannot receive this feed should contact the NBA for dial up instructions.

October 17, 2016
November 21, 2016
December 5, 2016

2017 dates will be posted when confirmed by the Governor’s office.
1976 - 40 Years Ago

KRVN, Lexington, will receive a 25 year service plaque at the NBA State Convention in Lincoln. The station first went on the air on February 1, 1951. General Manager, Max Brown said that “after 25 years of operation, the station has carved a niche for itself in the field of commercial radio and plans to continue to specialize in serving Nebraska agriculture.”

FM stations continue to multiply in Nebraska. KTAP, 103.9FM started operating in Crete on August 20, according to General Manager Joe Stavas. KSRD, 96.9 FM Seward, is expected to go on air in September. Frank Newell is President/GM. Russ and Les Hilliard have applied in Scottsbluff for 92.9 FM.

WOW/KEZO radio, part of Meredith Broadcasting has announced that their new studios and offices will be located in the Empire Building, 11128 John Galt Blvd, Omaha. Jim Edens, VP and GM said that the new facilities will be among the best of any radio stations between Chicago and the West Coast.

Norton Warner has invited broadcasters to an open house in "Broadcast House", the new home of KLIN AM-FM at 44th and "O" in Lincoln on September 26, 1976. “Broadcast House is more than a building to us” says Warner. “It’s a commitment of greater service to our listeners, to our advertisers, to the broadcast industry, to the state of Nebraska and to Lincoln and surrounding communities.”

Football tickets (NU vs TCU) are available to broadcasters who are attending convention this year. Ticket cost is $8.25 each!

1986 - 30 Years Ago

John Powell is done working for Dean Sorenson in Yankton and started at WHOW, Clinton, Illinois, for Ray Livesay (long time Chairman of the Daytimers Association).

KTAP, Crete (Blue Valley Broadcasting) is now KBVB. Harvey Watson has replaced E. John Gleason as General Manager.

KPTM, Channel 42, Omaha has picked up 11,000 households in its first ratings period.

WOWT, Omaha, marketing Director, Judy Horan has been elected president of the Broadcast Promotion & Marketing Executives. The worldwide organization has 1700 members.

Ray Durkee did a live version of “Sunday At the Memories” on KLMS, Lincoln, followed by dee-jaying a dance for the 20th anniversary of Runza Drive-Ins.

KXNP FM, North Platte, has been sold by Central Nebraska Broadcasting to Mid-Plains Broadcasting for $275,000. The buyer is owned by John C. Mitchell, who owns KGFW/KQKY, Kearney and KQKQ/KLNG, Omaha-Council Bluffs.

1996 - 20 Years Ago

The 1996 NBA convention has received rave reviews. Held August 22-24 at the Holiday Inn in Hastings, the Hall of Fame Banquet was held at the Hastings Museum where John Mitchell and Fred Seaton were inducted into the Hall of Fame. The closing luncheon featured a U. S. Senate Campaign Forum with Governor Ben Nelson and business executive Chuck Hagel.

The one hour forum was broadcast live on member radio and television stations across the state and was moderated by NBA Chairman, Charlie Brogan.

continued on next page
Board members reviewed the new Nebraska Broadcasters Association Foundation, which kicked off its growth with the President’s Club charter members and new volunteer development directors. A new slate of officers and directors were elected. New Directors are Ellen Denney, KEZN, Norfolk; Chuck Jewel, KFAB-KGOR, Omaha; Jim McKernan, KPTM and Phyllis Ned, KETV, Omaha. Retiring board members included Larry Walklin, Marty Riemenschneider and Lyle Nelson.

2006- 10 Years Ago

The NBA sponsored the first Senatorial Debate between Senator Ben Nelson and his Republican challenger, Pete Ricketts during the Friday luncheon at the state convention in Lincoln. Rick Alloway, Assistant Professor at the UNL College of Journalism and Mass Communications served as moderator for the debate. A panel of four broadcasting journalists posed question to the candidates including Dennis Kellogg, KHAS TV, Hastings; Brian Barks, KKar, Omaha; Randy Lube, KOLN/KGIN TV, Lincoln-Grand Island, and Frank Snyder, KRVN, Lexington.

A highlight of the convention happened during the Awards of Excellence Banquet, where the “Dancing GM’s” performed a parody song and dance to the Village People’s YMCA. The group consisted of NBA Executive Board members, Roger Moody, Uly Carlini, Mark Halverson and Dennis Brown.

John Ginzkey has been named Market Manager for Connoisseur Media’s new station in Omaha, KBBX, 97.7 FM and a new station licensed to Pacific Junction, Iowa, 107.7 FM.

Vince Barresi is the new General Manager of Pappas Telecasting of Central Nebraska, owners of NTV Television in Kearney. He replaces Janef Noll who has taken a position in Omaha at KETV, Channel 7.

Kevin Kugler, afternoon sports talk host on Omaha’s 1620 The Zone (KOZN) and frequent play by play announcer on NET television has been named the primary play by play talent for the national NCAA football broadcasts on Westwood One Radio Networks and is paired with color commentator and former Auburn head coach, Terry Bowden.

EEO Scholarship Program Earns Full EEO Credit in 2017 & 2018

In just a few weeks, NBA members will receive information regarding the NBA’s EEO Scholarship Program for 2017 & 2018.

For just $100.00 total for both years, each participating SEU can earn one full EEO credit each year by completing the steps as outlined. Better yet, these funds result in the awarding of two $1,500 scholarships each year to deserving broadcasting-oriented college students, as judged by participating SEU’s. What an inexpensive way to help educate the next generation of broadcasters!

NBA members have a strong tradition of supporting this program in significant numbers statewide. We look forward to renewals from consistent EEO Scholarship SEU’s, as well as participation from “new” SEU’s!
A key question to ask our clients is: "Why should someone buy from you, instead of anyone and everyone else?"

One reason a prospect doesn’t buy is their perceived risk. They’re afraid they won’t get what they paid for, or that they won’t be happy with their purchase, that the advertiser won’t deliver on their promises or that they made a wrong choice (wrong color, size, application, paid too much, don’t need the service, etc.).

Offering a strong guarantee removes the risk and puts the burden of satisfaction on the seller. This risk reversal can be the deciding impetus in making a sale. It offers piece of mind and a form of security.

Most businesses already guarantee their products and services. If a customer isn’t happy they’re able to get an exchange, a make good or a refund. It’s a sound business practice.

HOWEVER, most businesses don’t make their guarantees prominent in their marketing.

Why? They harbor the unfounded fear that too many people will take advantage of them and they’ll lose money. Studies have shown that only 1-2% of customers will do this. Go ahead; verify it by asking your client how many of their customers have asked for refunds during the past year.

A benchmark guarantee is the one offered by Lands’ End:

“If you’re not satisfied with any item, simply return it to us at any time for an exchange or refund of its purchase price.” We mean every word of it. Whatever. Whenever. Always. But to make sure this is perfectly clear, we’ve decided to simplify it further. Guaranteed. Period. “®

Even the person who purchased the $19,000 London Taxi from Lands’ End and returned it 20 years later got a full refund. The photo and story are on their site.

Enhance the guarantee:

• If your car, computer, lawn mower, appliance, etc. breaks down, we’ll give you a free loaner while we repair or replace it.

• If our service techs aren’t there within 30 minute of your appointment, we’ll pay you $50.

• If you’re not 100% satisfied, return it for a full refund, and you can keep the bonuses.

The best that can happen: publicizing a strong guarantee can bring in more customers, especially when the guarantee may be the only difference among several competitors.

The worst that can happen: a few customers will take the client up on the guarantee. Now, you can tell the story of each of those refunds on the air to emphasize the extreme lengths to which the client will go to make customers happy. This results in an even stronger campaign, bringing in more customers, not to mention the positive word of mouth from those customers when they tell their friends.

Case history: We worked with a prominent multi-location landscaping & gardening center on the West Coast facing strong competition from competing retailers, discounters and grocery chains. The three commercials we created for them were built around their bold guarantee. Our client was very nervous about what would happen. The results: the best sales they had in the company’s 53-year history.

Want an article detailing a step-by-step method for building a powerful guarantee with examples and suggested wording? email me Jeffrey@Hedquist.com.

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NBA Foundation Welcomes Dennis and Connie Ernest as Newest Chairman’s Club Members

As a finalist in our “Plinko” game following the NBA Pinnacle Awards banquet on August 17th, Dennis Ernest of KNEB AM/FM won the tiebreaker and found himself $1,000 richer. In a wonderful gesture of generosity, Dennis took the microphone and announced that he would donate $500 of his winnings to the NBA Foundation Scholarship Fund. But wait, there’s more! Dennis then notified the NBA that he wanted to join the “Chairman’s Club,” pledging another $500 on behalf of he and his wife Connie. Thank you Dennis and Connie!

The NBA Foundation supports $25,000 in annual scholarship funds for broadcasting and journalism students at seven different Nebraska universities and colleges. Donations of any amount are welcome.

The NBA thanks the following Chairman’s Club members for their outstanding support:

Chairman’s Club Donors

Platinum Level Donors ($2,000 or greater donation)
- Dick Chapin
- Jason and Charlie Effinger
- Mike Flood
- David Kelly
- John and Mary Mitchell
- Scott & Gil Poese
- Marty Riemenschneider
- Barbara and Harold Soderlund

Chairman’s Club Donors ($1,000-$1,999 donation)
- Patty and Paul Aaron
- Dave Binnie
- Charlie Brogan
- Eric Brown
- Ulysses Carlini, Sr.
- Ulysses Carlini, Jr.
- Dick Cavett
- ConAgra Foundation, Inc.
- Craig Eckert
- Ken Elkins
- Dennis and Connie Ernest
- Ken Fearnow
- Julie Gade
- George Haskell
- Howard Kennedy
- Gene Koehn
- Craig Larson
- Ray Lockhart
- Carolyn and Ed May, Jr.
- Lorena and Don Meier
- Roger Moody
- Steve Morris
- Phyllis Ned
- Will Norton, Jr.
- Randy Oswald
- Dick Palmquist
- Joy Patten
- Larry Rice
- Tom Robson
- Chuck & Judy Schwartz
- Howard H. Shrier
- Rick Siebert
- Robert E. Thomas
- Robert G. Thomas
- Jim and Deb Timm
- Dara Troutman
- Karen and Larry Walklin
- Nancy and John Webster
- Webster Communications
2016 Pinnacle Award Winners
Sponsored by Pinnacle Bank & Nebraska Public Power District

1. SERVICE TO COMMUNITY

Gold — KAWL/KTMX, York
   “#1 Severe Weather Station”
Silver — NET Radio, Lincoln
   “Touring Nebraska’s Literary Heritage”
Bronze — KBBK, Lincoln
   “Christmas Wish”

2. SERVICE TO CHILDREN

Gold — WJAG, Norfolk
   “Ravenscroft Film Series”
Silver — KFOR, Lincoln
   “Spotlight on Child Abuse Prevention Month”
Bronze — NET Radio, Lincoln
   “The Circle C in Tiny Cody”

3. SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION

Gold — NET Radio, Lincoln
   “Educating the Homeless in Nebraska”
Silver — KFOR, Lincoln
   “Student Loan Help Center”
Bronze — KFAB, Omaha
   “Grow Omaha”

4. SERVICE TO AGRICULTURE

Gold — KFOR, Lincoln
   “The Future of Ag Journalism”
Silver — KRVN, Lexington
   “Inner City Kids Enjoy Farm Life”
Bronze — NET Radio, Lincoln
   “My Farm Roots: Showtime at the Fair”

5. BEST SPOT NEWS REPORTING

Gold — KFOR, Lincoln
   “Tornado Warnings in Lincoln, 2015”
Silver — KFAB, Omaha
   “Funeral Home Fire”
Bronze — KNEN, Norfolk
   “Groundhog Day Blizzard Update”

6. BEST IN-DEPTH OR INVESTIGATIVE STORY OR SERIES

Gold — NET Radio, Lincoln
   “Homelessness in Nebraska”
Silver — NET Radio, Lincoln
   “The Changing Look of Nebraska Health Care”
Bronze — KRVN, Lexington
   “R-Project Stirs Up Sandhills Landowners”

7. BEST NEWSCAST

Gold — KLIN, Lincoln
   “KLIN News with Jane Monnich”
Silver — KFOR, Lincoln
   “KFOR Noon News”
Bronze — KGFW, Kearney
   “KGFW 4:00 p.m. Report”

8. BEST PLAY BY PLAY/ON THE SCENE SPORTS REPORTING

Gold — WJAG, Norfolk
   “Norfolk vs. Lincoln East”
Silver — KKPR, Kearney
   “Kearney Catholic’s 4th State Volleyball Title”
Bronze — KKPR, Kearney
   “Amherst Holds Off Ainsworth”

9. BEST IN-DEPTH SPORTS STORY OR SERIES

Gold — NET Radio, Lincoln
   “Growing Interest in Golf”
Silver — KOZN, Omaha
   “Sharp and Benning - Lawrence Phillips”
Bronze — KLIN, Lincoln
   “Softball Saved Kylee”

10. BEST SPORTSCAST

Gold — KKPR, Kearney
   “Classic Hits 98.9 Noon Sports”
Silver — KFAB, Omaha
   “KFAB 7:15 a.m. Sports - Jim Rose”
Bronze — KQSK, Chadron
   “Sports with Dave Collins”

11. BEST COMMERCIAL

Gold — NRG Media, Omaha
   “McKean’s Floor to Ceiling Store”
Silver — NRG Media, Omaha
   “Patriarch Distillers”
Bronze — NRG Media, Lincoln
   “Cedars Barbecue”

12. BEST PROMOTIONAL SPOT ANNOUNCEMENT OR CAMPAIGN

Gold — KNTK, Lincoln
   “Karaoke Christmas”
Silver — KTIC, West Point
   “More Meat Mondays”
Bronze — KFAB, Omaha
   “Tornado Promo”

13. BEST STATION WEBSITE

Gold — KRVN, Lexington
   KRVN.com
Silver — NET Radio, Lincoln
   NET News Website
Bronze — KBRY, Broken Bow
   kbear923.com
TELEVISION

1. SERVICE TO COMMUNITY
   Gold KETV, Omaha “Welcome to Burlington Station”
   Silver NET TV, Lincoln “For the Love of the Game”
   Bronze KETV, Omaha “KETV NewsWatch 7 Chronicle: Organ Donation”

2. SERVICE TO CHILDREN
   Gold NET TV, Lincoln “Gold Star Kids”
   Silver KETV, Omaha “KETV NewsWatch 7 Chronicle: Teen Mentoring”
   Bronze KETV, Omaha “Teen Suicide and Sexting”

3. SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION
   Gold KETV, Omaha “Rebirth of Burlington Station”
   Silver KLKN, Lincoln “Golden Homes”
   Bronze KSNB, Hastings “What’s Cool in Your School Series”

4. SERVICE TO AGRICULTURE
   Gold NET TV, Lincoln “Choice Cuts: Meat in America”
   Silver KOLN-KGIN, Lincoln “A Combine Ride-Along”
   Bronze KNOP-KNPL- KIIT, North Platte “Custom Boots from Cody”

5. BEST SPOT NEWS REPORTING
   Gold KETV, Omaha “Officer Orozco Shooting”
   Silver KHGI, Kearney “Winfrey Plumbing Explosion”
   Bronze KHGI, Kearney “Text 911”

6. BEST IN-DEPTH OR INVESTIGATIVE STORY OR SERIES
   Gold WOWT, Omaha “Surviving the War: Losing the Battle at Home”
   Silver WOWT, Omaha “Cracked House”
   Bronze KETV, Omaha “Fake Firearms”

7. BEST NEWSCAST
   Gold WOWT, Omaha “WOWT 6 News Daybreak”
   Silver KETV, Omaha “KETV NewsWatch 7 at 10:00 p.m.”
   Bronze KLKN, Lincoln “KLKN Eyewitness News at 6:00 p.m.”

8. BEST ON THE SCENE SPORTS REPORTING
   Gold KOLN-KGIN, Lincoln “2015 High School Football Championships”
   Silver KMJF, Columbus “Scotus Tops Norfolk Catholic for State Title”
   Bronze KLKN, Lincoln “Husker Faithful Welcome National Champions”

9. BEST IN DEPTH SPORTS STORY OR SERIES
   Gold KOLN-KGIN, Lincoln “The Blind Batter”
   Silver KOLN-KGIN, Lincoln “The Perfect Recovery”
   Bronze KETV, Omaha “Kyler Erickson Profile”

10. BEST SPORTSCAST
    Gold KOLN-KGIN, Lincoln “10/11 Sports at 10:00 p.m. with Kevin Sjuts”
    Silver KLKN, Lincoln “KLKN 10:00 p.m. Sports”
    Bronze WOWT, Omaha “WOWT Sports”

11. BEST COMMERCIAL
    Gold KOLN-KGIN, Lincoln “Nebraska Jones, Quest for Treasure”
    Silver KOLN-KGIN, Lincoln “Brock Law - “Workers Comp”’
    Bronze KSNB, Hastings “Santin Insurance - MMOS”

12. BEST PROMOTIONAL SPOT ANNOUNCEMENT OR CAMPAIGN
    Gold WOWT, Omaha “Not an Olympic Athlete”
    Silver KPTM, Omaha “Mind of a Thief”
    Bronze KPTM, Omaha “A Day in the Life of a First Responder”

13. BEST STATION WEBSITE
    Gold NET TV, Lincoln “NET News Website”
    Silver WOWT, Omaha “WOWT.com”
    Bronze KNOP-KNPL- KIIT, North Platte “NBC Nebraska North Platte”

2016 Pinnacle Award Winners
Sponsored by Pinnacle Bank & Nebraska Public Power District
# 2016 Pinnacle Award Winners

Sponsored by Pinnacle Bank & Nebraska Public Power District

## COLLEGE STUDENT RADIO

<table>
<thead>
<tr>
<th>Category</th>
<th>Station</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUBLIC SERVICE ANNOUNCEMENT</td>
<td>KRNU, Lincoln</td>
<td>“Waste Puppet Pals”</td>
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<tr>
<td>BEST PROMOTIONAL ANNOUNCEMENT</td>
<td>KVNO HD-2, Omaha</td>
<td>“Free Range Friday Downs”</td>
</tr>
<tr>
<td>NEWS STORY</td>
<td>KRNU, Lincoln</td>
<td>“Jaywalking at UNL”</td>
</tr>
<tr>
<td>NEWS FEATURE</td>
<td>KRNU, Lincoln</td>
<td>“Saltillo Road Problems”</td>
</tr>
<tr>
<td>SPORTS STORY</td>
<td>KRNU, Lincoln</td>
<td>“Football Practice Changes”</td>
</tr>
<tr>
<td>LIVE SPORTS EVENT</td>
<td>KVNO HD-2, Omaha</td>
<td>“UNO Baseball vs. Oral Roberts”</td>
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</table>

## COLLEGE STUDENT TV

<table>
<thead>
<tr>
<th>Category</th>
<th>Station</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>BEST PUBLIC SERVICE ANNOUNCEMENT</td>
<td>UNO TV, Omaha</td>
<td>“Mav Radio Promo”</td>
</tr>
<tr>
<td>BEST PROMOTIONAL ANNOUNCEMENT</td>
<td>UNO TV, Omaha</td>
<td>“Haunted Heartland Promo”</td>
</tr>
<tr>
<td>BEST NEWS STORY</td>
<td>KRNU, Lincoln</td>
<td>“Sex Offender Speaks”</td>
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<tr>
<td>BEST NEWS FEATURE</td>
<td>KRNU, Lincoln</td>
<td>“Drag Feature”</td>
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<tr>
<td>BEST SPORTS STORY</td>
<td>KRNU, Lincoln</td>
<td>“Rodeo”</td>
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## HIGH SCHOOL STUDENT TV

<table>
<thead>
<tr>
<th>Category</th>
<th>School</th>
<th>Description</th>
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<tbody>
<tr>
<td>BEST NEWS</td>
<td>Omaha Westside</td>
<td>“Ellie Beats Stereotypes”</td>
</tr>
<tr>
<td>BEST SPORTS</td>
<td>Bellevue West</td>
<td>“Cross Country is More Than Just Running”</td>
</tr>
<tr>
<td>BEST PLAY BY PLAY</td>
<td>Millard West</td>
<td>“Millard West vs. Bellevue West”</td>
</tr>
</tbody>
</table>
Preliminary Calendar of Events

January 2017
Web Initiatives launch
- Nebraska Impact Initiative
- The Nebraska 150 Challenge
- I Am Nebraska
- Now You Know Nebraska

March 2017
- Statehood Day Celebration - March 1, 2017
- Painting the Legacy Exhibit unveiled - March 1, 2017
- Tree Planting Initiative launches
- Special Veterans Recognitions begin

April 2017
- Mobile Children’s Museum begins tour of Nebraska, concluding in October

June 2017
- NEBRASKAland Days Parade in North Platte,
  “The Official Sesquicentennial Grand Parade” - June 17, 2017
Educational Initiatives launch with shipment of books to schools
- One State, One Book
- The Nebraska Atlas

August 2017
- Nebraska Experience for Fourth Graders begins accepting applications
- NE150 Union Pacific Whistle Stop Tour across Nebraska - August 4-6, 2017
- Eclipse Nebraska - August 21, 2017

September 22-23, 2017
- “A Salute to the Good Life” - Celebration on Centennial Mall in Lincoln

To learn more about the Nebraska 150 Celebration, visit https://ne150.org/
For media relations, contact Regan Anson at regan@ne150.org or 402-440-4451
Broadcasters in need, need to know there is Help.

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

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Help save a life.

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