Chairman's Column

Graig Kinzie
KBRB AM/FM, Ainsworth

Fellow broadcasters,

Thank you for the information you gather, for the tone you set, for the reassurance you bring, for the trust you have worked so hard to earn. I have never been more proud to be a member of this association, seeing the vital information our industry provides to the public on a daily basis through this fast-changing pandemic.

Make no mistake, the work you are doing, in partnership with our government and health officials, is saving lives. The message provided by Nebraska broadcasters has been consistent, it has been reliable, and it has made a difference.

As I write this, Nebraska has not mandated any shelter-in-place provisions. Should a mandate be implemented, broadcasters have been deemed by the Department of Homeland Security to provide a critical service to the public and will be allowed to continue broadcast operations. The State of Nebraska has also said that businesses and individuals do not need to be placed on an essential business or worker list.

The NBA has resources available, and has put together a website at www.nebraskabroadcasterscovid19resources.com.

Among the resources available are letters from the Department of Homeland Security to allow broadcasters access to their studios and transmitters should a shelter-in-place order be issued. The site also includes information from several state agencies, information from the National Association of Broadcasters, and resources for news,
engineering and sales personnel to assist in navigating this unprecedented situation.

There are also resources to assist broadcasters from an employer standpoint, including information on Small Business Administration disaster loans, unemployment benefits and legal guidelines.

The NBA, through its participation in Media of Nebraska, reviewed Governor Ricketts’ Executive Order that allows local government entities the ability to conduct meetings remotely during the pandemic while also protecting Open Meetings Act provisions and the public’s right to participate. We encourage broadcasters to participate in any remote meetings that are held by local government entities, and report any issues with public access to NBA Executive Director Jim Timm so the association can continue to work to make sure those virtual meetings are accessible to the public.

At the national level, the NAB is working to insure broadcasters receive consideration for additional relief packages from Congress due to the financial damage caused by the pandemic.

Our industry is speaking to people clearly and concisely, and is providing critical information even as that information changes from hour to hour. For example, Governor Ricketts was on his NBA monthly call-in show recently and was urging people not to gather in groups of 50 or more. By the end of his call-in program, that number had been reduced to 10 through a recommendation by the CDC and the governor had to adjust his recommendation on the fly, while on the air. Welcome to broadcasting!

If you have any workforce questions, if staff members have to quarantine themselves, if you need help temporarily placing staff members on unemployment, anything outside our normal day-to-day operations you may need help with, contact NBA Executive Director Jim Timm. If he doesn’t have the answer, he can likely help put you in touch with someone who does.

We are all in this together, and sometimes an event like this pandemic is a reminder the things that unite us are much greater than whatever issues may divide us in our day-to-day lives. Stay safe, and keep doing the outstanding work you do to protect, inform, reassure and encourage your viewers and your listeners.

Graig
This landing page has relevant resources for all NBA members, with links to state and national websites that are constantly being updated.

COVID-19 Website Landing Page

STATION OPERATIONS
You will find content for:
- Engineering
- News
- Sales
- Financial & Legal

GENERAL COVID-19 INFORMATION
You will find content from:
- State of Nebraska
- CDC
- NIH

If you have suggestions for additional content, contact jim@ne-ba.org

Pinnacle Awards Update

A Message from NBA Chairman Graig Kinzie on the 2020 Pinnacle Awards

We recognize that focusing on the health of our people while sustaining our station operations is taking an extended toll on all of us. In light of these intense and uncertain times, the NBA Executive Committee has made some adjustments to the 2020 Pinnacle Awards competition.

Our original entry window of April 15 – May 4 no longer feels right or realistic. The amount of outstanding journalism, community service and other support our members are generating in response to the COVID-19 outbreak deserves to be judged and recognized this year, not next year. A time to recognize and celebrate the unparalleled response of our local broadcasters is in our future.

To that end, we have made the following adjustments for 2020:

- **No charge** for entries this year
- A limit of **12** total entries per SEU (across all categories) has been set
- The entry window will now be from **May 6 – May 27 at 5pm Central**
- The dates between which your content must have first aired or been posted are now **April 1, 2019 – April 30, 2020**
The “Best Newscast” and “Best Sportscast” entries no longer have to have aired on February 20, 2020; those entries may now have aired on any date between February 20, 2020 – April 30, 2020. This change allows inclusion of news and sportscasts reflecting the recent changes in our world.

Our Executive Committee feels these changes will allow our members to extend our tradition of strong participation in this annual competition, despite the current and uncertain challenges we all face.

Thank you for your membership in the NBA.

Legislative Update

State Legislative Update

Until its recent postponement, this was one of the busier state legislative sessions in several years for broadcasters’ concerns. The NBA testified in opposition to bills on a potential Digital Ad Tax (LB989), a bill that could remove the tax exemption on advertising and other services (LB946), and a bill that could trigger permanent daylight saving time if two of our six neighboring states adopt similar measures (LB1015). On the latter, the NBA made clear that we’d be fine with permanent daylight saving time – so long as the country adopts it on a federal basis – to avoid a patchwork map of different clocks being observed in border markets served by NBA members. The NBA also monitored the possible return of a “winner take all” Electoral College amendment and worked through Media of Nebraska to protect open meetings and public records statutes.

Federal Legislative Update

Over 600 broadcasters from across America descended upon Washington DC in February for the National Association of Broadcasters (NAB) annual “State Leadership Conference.” The NBA delegation included Chairman Graig Kinzie, Chairman Elect Mark Jensen, Vice Chairperson Ami Graham, Past Chairperson Ariel Roblin and President/Executive Director Jim Timm. The NAB provided materials and an overview of the primary issues before the participating NBA executive committee members spent a day on Capitol Hill.

The focal points of our discussions with our Members of Congress and staff included thanking them for their support of ending STELAR reauthorizations and supporting the Local Radio Freedom Act. Our asks included monitoring the FCC’s forthcoming C-Band spectrum auction to keep broadcasters unharmed, protecting broadcasters’ interests in the DOJ’s ongoing review of music licensing consent decrees,
and encouragement for the return of the Tax Certificate program, to increase diversity in station ownership. It was a refreshing change for these meetings to be less about “hard” asks than previous years. We know that can change in a flash so the ongoing building of these relationships remains critical.

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

Jim Timm, Graig Kinzie, Mark Jensen, Ami Graham and Ariel Roblin
A summary of the NBA Board of Directors winter meeting held in Lincoln on February 4, 2020.

Chairman Graig Kinzie called the meeting to order at 8:36 a.m. Minutes from the November 6, 2019 meeting were approved.

Hall of Fame: Kinzie outlined the procedures before the board heard from eight nominee advocates. Discussion and balloting resulted in Sharon Behl Brooks, Bill Mildyke and Todd-N-Tyler being elected for induction in 2020.

Secretary-Treasurer Dennis Brown presented the financial statements for October, November and December, which were approved. An NCSA program update was provided.

Legislative/FOI: President/Executive Director Jim Timm provided an update on primary federal issues for the forthcoming NAB State Leadership Conference in Washington DC, an update on pending state legislation, and a report on the recent Media of Nebraska bill review meeting.

Membership: Timm reported a gain in total station membership and the loss of two Associate Members for 2020, and stated that about half of our members still requested a printed directory.

Convention: Timm provided an update on sessions for 2020 and a reminder that the recording window for best newscast & sportscast entries is February 17-21. Criteria for the proposed new sales awards program was approved.
Public Service: Timm said the 2019 “Localism” response is strong and the resulting infographic will get a fresh look.

History Project: Timm gave an update on preparation of content for the new site in development, and said that more interviews are being scheduled at WOWT and UNO for addition to the new site.

Future Talent: Timm reported on recent and pending conferences and activities, the posting of nine new ChannelYou videos, and noted that 12 high school senior scholarship applications had been received as of the deadline.

New Business: Motions were approved to transition the NBA website to a Word Press platform and to establish a “student loan debt grant” through the NBA Foundation. Korby Gilbertson of Radcliffe Gilbertson Brady (NBA lobbying firm) gave an update on the legislative session and current views on bills of concern to our members. Governor Pete Ricketts then joined the meeting to provide an update on his legislative priorities and answer several questions.

Kinzie thanked everyone for their participation. Meeting adjourned at 12:53 p.m.

Governor Pete Ricketts with NBA Board Members

Rewind

The NBA thanks President Emeritus Marty Riemenschneider for compiling items from the NBA archives.

1970: 50 Years Ago

KCNI –Broken Bow, burned to the ground a few weeks ago. Nothing was left standing except the station’s tower. Faulty wiring was suspected as the cause of the fire. Broadcasting was resumed in a mobile home.
Paul Jensen, Past President of the NBA, represented the Association at the dedication of the new FM non-commercial radio station on the University of Nebraska campus on the installation of KRNU-FM.

1980: 40 Years Ago

Effective January 1, 1980, Mike Boyle took over the duties of the Executive Vice President of the NBA. Boyle, former Douglas County Election Commissioner, is a graduate of the Creighton College of Business Administration and the Creighton School of Law. He replaces Frank P. Fogarty, who has retired after 10 years of service to the Association. Fogarty started his broadcast career in 1950 at WOW, Channel 6, Omaha and WOW-TV as general manager and retired in 1970 as vice-president of the Meredith Corporation and general manager of the broadcast division.

KTAP-FM, Crete, has been sold by Airwaves Broadcasting to KTAP Radio. Seller is owned by Joseph L. Stavis, Donald L. Robson, William C. Whitlock, Ronald L. Kruse and James J. Jaworski. (Stavis, Robson and Whitlock also own KTTT-AM-FM, Columbus.

Ross Jernstrom was named KETV's new Assistant Sports Director. He comes from KHAS, Hastings. Mike McKnight has been named bureau chief for the newly created State News Bureau, headquartered in Lincoln for WOWT.

1990: 30 Years Ago

KFOR-KFRX, Lincoln, has been sold by Arrow Communications to Edward W. May Jr., owner of KMA AM, Shenandoah, Iowa and KMA-FM, Clarinda, Iowa.

Manuel Brossard is the new Vice-President/General Manager of Narragansett Radio's KEZO AM-FM in Omaha.

Harold (Hal) Protter has been appointed VP and General Manager of KPTM, Channel 42 in Omaha.

The Sun Group has named Dana Webb's KESY AM/FM Omaha, as their station of the year and KESY's Brenda Constant as Sales Manager of the year.

2000: 20 Years Ago

The first Soderlund Satellite Sales Seminar for 2000 spotlights nationally known sales trainer Irwin Pollack. Pollack has a track record of success as both a seller and manager, and served as Sales Manager for KQKQ, Sweet 98 in Omaha.
The NBA, along with fourteen other state broadcast associations is presenting a series of three TV sales workshops featuring Don Beveridge, often described as “America’s most outstanding speaker.” He appeared at last year’s NBA Convention at Arbor Day Farm.

2010: 10 Years Ago

Gary Kebbel, journalism program director for the John S. and James L. Knight Foundation, has been appointed as dean of the University of Nebraska-Lincoln College of Journalism and Mass Communications. He replaces Will Norton Jr., who took a position in 2009 at the University of Mississippi. Norton had been dean since 1990.

Veteran sportscaster Kevin Kugler has been awarded the title of Nebraska Sportscaster of the Year for the sixth time by the National Sportscasters and Sportswriters Association.

Greg Vogt, General Manager of Salem Radio’s Omaha cluster of stations, KGBI FM/KCRO AM/KOTK AM, has been named as one of the Best Managers-Medium Market, by Radio Ink Magazine.

NRG Media-Omaha’s General Manager Rhonda Gerrard has been named to the list of the top forty business leaders under the age of 40 in the Omaha business community, as determined by the Midlands Business Journal.

Sync with the NBA Calendar

EVENTS, MEETINGS & DEADLINES

<table>
<thead>
<tr>
<th>Event/Deadline</th>
<th>Date/Location</th>
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<tbody>
<tr>
<td>Nebraska LUC window Opens</td>
<td>March 28, 2020 - 5/12 Primary</td>
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<tr>
<td>Pinnacle Awards Entry Window</td>
<td>May 6 - May 27, 2020 5PM CST</td>
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<tr>
<td>NBA Board of Directors Meeting</td>
<td>May 6, 2020 - Lincoln</td>
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<tr>
<td>NBA Annual Convention</td>
<td>August 11 &amp; 12, 2020 - Lincoln</td>
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<tr>
<td>General Election LUC window opens</td>
<td>Sept. 4, 2020 - 11/3 Gen. Election</td>
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<tr>
<td>NE License Renewal announcement</td>
<td>December 1, 2020</td>
</tr>
<tr>
<td>NBA Annual Convention</td>
<td>August 10 &amp; 11, 2021 - La Vista</td>
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2020 EAS REQUIRED MONTHLY TEST (RMT) SCHEDULE

(C = Central time, M = Mountain time)

- April 21, 11:00pm C / 10:00pm M
- May 19, 10:00am C / 9:00am M
- June 16, 11:00pm C / 10:00pm M
- July 21, 10:00am C / 9:00am M
- August 18, 11:00pm C / 10:00pm M
- September 15, 10:00am C / 9:00am M
- October 20, 11:00pm C / 10:00pm M
- November 17, 10:00am C / 9:00am M
2020 GOVERNOR RICKETTS CALL-IN SHOW SCHEDULE

All shows air at 2:00pm C / 1:00pm M

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

2020 Governor Ricketts Call-In Show Dates:

- April 13, 2020
- May 4, 2020
(future dates pending)

Visit our Website