With Governor Elect Jim Pillen ready to take the microphone from Governor Pete Ricketts, the longest-running program of its kind in America will roll into its 32nd year in January. Our first quarter 2023 schedule is as follows (all Mondays, all at 2pm CT/1pm MT):

- January 30
- February 27
- March 20

Governor Ricketts participated in his 96th and final show on Monday, December 19. NBA President/Executive Director Jim Timm presented the Governor with an award acknowledging his “iron man” performance of never missing a monthly show during his two
The NBA is pleased that Governor Elect Pillen will continue with the program, which airs on over 40 NBA member stations around the state. The program is hosted by Charlie Brogan at the studios of KFOR in Lincoln and distributed with the assistance of the Huskers Radio Network. We appreciate their support and the participation of our member affiliates.

The NBA Foundation (NBAF) has awarded $15,000.00 in 2022-2023 academic year scholarships to three students currently attending Nebraska universities with aspirations to work in broadcasting upon their graduation. Each student earned a $5,000.00 Marty Riemenschneider Scholarship:

**Traeton Harimon**, a junior at University of Nebraska – Kearney is pursuing a major in Sports Communication.

**Skylee Nelson**, a junior at University of Nebraska – Lincoln is pursuing a dual major in Broadcasting and Sports Media & Communication.
Kylee Sodomka, a senior at University of Nebraska – Lincoln is also pursuing a dual major in Sports Media & Communication and Broadcasting.

Current NBA Board Chairman Dennis Brown, president/general manager of KCSR/KBPY radio in Chadron, said: “The Nebraska Broadcasters Association Foundation is pleased to encourage students and future broadcasters across the state by the awarding of these scholarships. We wish this year's recipients well as they continue preparing to enter this exciting and rewarding career path in radio and television.”

The NBAF offers scholarships to assist students enrolled in radio and/or television broadcasting or broadcast journalism educational programs at designated colleges, universities or technical colleges in Nebraska. Students meeting our requirements were encouraged to apply, with a panel of NBA board members reviewing each application. Scholarship levels are $5,000.00 (Marty Riemenschneider Scholarship), $3,500 (Dick Palmquist Scholarship) and $2,500.00 (NBA Foundation Scholarship). The number of scholarships and total dollar amount awarded each year is at the discretion of the NBA board of directors based on application quality and quantity. More than $325,000 in college scholarships have been awarded by the NBA and NBAF since the NBA first began awarding such scholarships in 1977.

More NBA Foundation Scholarships!

January 31 is the application deadline for the NBAF 2023 High School Senior Scholarship program. Complete details here. Up to four, $1,000.00 scholarships are available.

And, March 1 is the application deadline for the NBAF 2023 EEO College Scholarship Program. Complete details here. Two, $2,000.00 scholarships are available.

High School Radio Project

The NBA is developing an exciting new project in conjunction with the Massachusetts Broadcasters Association that will bring a radio station into high school classrooms across both states. The High School Radio Project will introduce radio (and radio careers) to students before they choose a major and go on to college.

HSRP’s 24-hour live stream (one in each state) will be programmed and voiced by local high school students and give them real-world experience in alternative, country, and Top 40 formats using industry standard software like Music Master, PlayoutONE, and Benztown Branding. Not only do we hope to create a love of radio in these students but we will provide great experience for their college applications and resumes.

Here’s what we need from you: Great examples of radio!

We’re completing our training website and want to provide inspiration via great local radio. Please consider your on-air content and send examples of the following to jim@ne-ba.org:

- Station breaks - Front/back selling of songs, teases, talking about community or station events, pop culture, incorporating show prep, bits, etc.
- Imaging/Sweeper - Serious, funny, and anything in between.
- Station promos - promoting station or community events.
- PSAs/Commercials - students will be creating PSAs to run in two stop sets per
Thank you for your help!

Legislative & Regulatory Update

State Legislative Update
Nebraska’s 108th Legislature, First Session, is scheduled to convene on January 4 with more than a dozen new Senators and Governor-Elect Jim Pillen. We expect “Winner Take All” to return, along with one or more proposals to remove certain tax exemptions, which could include advertising. Through our lobbying team at Radcliffe Gilbertson and Brady, we’ll stay close to the action and alert you if we need you to engage. Media of Nebraska will monitor for any potential encroachment on Nebraska’s open meetings & public records statute.

Federal Legislative & Regulatory Update
As of this writing, it appears that the Local Radio Freedom Act has once again succeeded in stopping the recording industry’s attempts to impose a radio station “performance tax” – for now. No doubt, this issue will return next year and we’ll once again ask our Members of Congress to remain on our side of this issue. Also as of this writing, it appears that the Journalism Competition and Preservation Act has stalled. Regarding FCC regulatory fees, NBA President/Executive Director Jim Timm recently joined his fellow NASBA Executive Committee members in Washington, DC to meet with Commission staffers. Our goal is to gain relief from the current system that has led to broadcasters paying for FCC staff time that isn’t always spent on broadcasting matters.

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

Chairman’s Column
We all at some point in our broadcast lives have told someone “you never know what the next day will bring, never a dull moment.” So far this fall, and now winter,
we have had hurricane force winds, a major blizzard and now...some of the coldest weather in many years.

As broadcasters we are the front line of information to our listeners and viewers when events like this happen so my message is: be prepared.

Is your generator ready to go? In November ours ran for five hours when the wind blew down lines and put our entire community in the dark. Got extra gas? We did not, and had to send an employee 20 miles down the road to get some.

Last week’s blizzard brought us up to two feet of snow and winds at over fifty miles per hour. This time we were ready, fortunately we did not need the generators but we stocked the fridge with food, made sure the snowblower was working and had one staff remember stay at the office overnight. Our morning man got a lift to work from a city motor grader while he was plowing.

People depend on us and we all need to take that responsibility seriously. Yes, we are in business to make money but by providing the service to our communities that we are licensed to do not only do we save lives, but we earn the respect of our listeners, officials and local businesses. That, in the long run, can add to that bottom line.

I know that I’m preaching to the choir but a little reminder sometimes isn’t a bad thing.

Happy holidays and wishing you a successful 2023.

Dennis Brown
Chairman of the Board 2022-2023
Nebraska Broadcasters Association

Board Briefs

A summary of the NBA Board of Directors fall meeting held at the Quality Inn Converence Center in Grand Island on November 3, 2021.

Chairman Dennis Brown called the meeting to order at 9:58 a.m. Minutes from the August 8, 2022 meeting were approved.

Financial reports for July, August, September and fiscal year 2021-2022 were approved as presented by Chairperson Elect Shannon Booth. The Association operating budget for fiscal year 2022-2023 was approved.

President/Executive Director Jim Timm reported on federal legislative matters and items to watch in the 2023 state legislative session.
Under the heading of Member Services, Timm reported that Art Morris will conduct our 2023 Alternative Inspections and that the Association will take over the invoicing & collection of related travel expenses going forward.

Regarding 2023 membership dues, a motion was approved to hold the current structure & fees as-is.

Approval was given to a proposed 2023 convention lineup, along with agreement to raise the base registration fee to $225 per SEU. It was also agreed to hold 2022 attendee meal prices and Pinnacle Awards entry fees as-is.

In other business, Timm provided updates on the recent P1 “Intro to Sales” course for business students at Chadron State College, the September regional engineer training conference and a planned “connected car” webcast with Xperi.

Brown thanked everyone for attending and the meeting adjourned at 1:01 p.m.

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### Future Talent:
NBA Members Speak to High School Students

As part of the NBA’s ongoing “Future Talent” initiative, the NBA cosponsored the Nebraska High School Press Association (NHSPA) Fall Conference on October 17 at the University of Nebraska – Lincoln. Produced by the NHSPA and the UNL College of Journalism and Mass Communications, the event drew over 700 Nebraska high school students from more than 50 schools.

Among the many educational sessions offered to students, local NBA members volunteered their time to showcase their expertise and encourage students to consider a career in broadcasting. The NBA thanks Cole Miller (“Journey to Anchor”) and Kevin Sjuts (“Sports Broadcasting”) of KOLN/KGIN TV, D-Wayne Taylor (“Life of a DJ”) of NRG Media and the NBA’s Jim Timm (“Career Talk: Broadcasting”) for providing their expertise and opinions to the students.

The very next day, Timm participated in the 2022 Northeast Career Day at Wayne State College. His “Broadcasting Careers” presentation was attended by 26 students from a number of high schools scattered across the northeastern part of our state.

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### History Website Grows Rich with Content

Thanks to the diligent effort of NBA President Emeritus Marty Riemenschneider, the NBA History Website has added a significant amount of Nebraska broadcasting history this year. One area of particular interest is the history of each Nebraska frequency, sorted by AM Radio, FM Radio and Television stations. This area is rich in detail, from past to present.

NBA members are encouraged to submit new or updated information to
UNL Cuts Ribbon on New TV Studio

The University of Nebraska–Lincoln College of Journalism and Mass Communications hosted a ribbon-cutting celebration for the Don and Lorena Meier Studio on Nov. 17 in Andersen Hall.

The new studio is a hands-on showcase of the latest in television and digital technology. As part of the project Andersen Hall underwent significant remodeling and office relocations, culminating in a stunning “wow” factor for current and prospective students.

Lead donors for the project were the Don and Lorena Meier Foundation ($755,000) and the NBA Foundation ($100,000). The NBA continues to support UNL students by offering numerous trainings, workshops and scholarships. The college is grateful for their willingness to prepare future broadcasting professionals in a field that’s constantly adapting to new media.
KETV Chief Engineer Warren Behrens will retire on December 30, following 47 years of service to the station.

BDP Communications’ KNTK – “93.7 The Ticket FM” – announced plans to relocate its’ studios to a publicly visible & accessible location in downtown Lincoln.

D-Wayne Taylor was named PD of NRG Media’s KBBK-HD3 – “Red 945” – following a long stint across town at Lincoln’s KFRX (Alpha Media).

Also moving across town, in Omaha: Nick Handley returns to NRG Media’s KOZN – “1620 The Zone” – as cohost with Gary Sharp on “Mornings with Sharp & Handley.” Handley hosted afternoons for many years on SummitMedia’s KXSP.

RISING ABOVE Sales & Management Summit: January 25 & 26
The NBA is thrilled to partner again with **Speed Marriott** from P1 Learning and **Derron Steenbergen** from Swagger Institute to provide our members with a day and a half summit, January 25 & 26, focused on management and sales training. Rising Above will have trainers you know and love and those you will want to know, providing insight that will motivate and inspire you in 2023.

Registration for this summit is FREE, to all NBA employees. To register yourself, please visit [risingabovesummit.com](http://risingabovesummit.com).

**Virtual Job Fair January 9 - 13**

Hiring? The NBA’s next Virtual Job Fair is January 9 - 13. Member stations can post jobs, interact with candidates and expand your outreach program.

**Registration deadline is January 3rd.**

Complete details [here](#).

Contact Linda Meuret at [linda@ne-ba.org](mailto:linda@ne-ba.org) with any questions.

**NBA Hall of Fame Nominations due by January 16**

The deadline for new NBA Hall of Fame nominations is **Monday January 16, 2023**. Complete details are available [here](#).

If you wish to advocate for someone already
Congressman Flood Includes Broadcasters on Capitol Tour

Nebraska broadcaster and First District Congressman Mike Flood is enjoying providing evening tours of our nation’s Capitol to visiting Nebraskans. He recently guided a tour that included NBA President/Executive Director Jim Timm and his counterparts from a few other state broadcasters associations: Dewey Bruce (Montana), Bob Houghton (Georgia), Wendy Paulson (Minnesota) and Susan Reinhart Wrons (New Mexico).

L to R: Timm, Congressman Flood, Wrons, Houghton, Bruce and Paulson

Jim Rose Joins the Chairman's Club

Long time NBA member Jim Rose is our latest NBA Foundation “Chairman’s Club” donor. His $1,000.00 contribution will help fund our high school and college scholarship programs. Thank you, Jim!
Do You Thrive on Recognition?

If so, there are currently several industry competitions that can be entered on a company, station or individual basis. Most have deadlines that are fast approaching:

American Advertising Federation Nebraksa

By January 11:
AAF/Creative Nebraska Awards

Midwest Broadcast Journalists Association

By January 27:
MBJA Eric Sevareid Awards

National Association of Broadcasters

By January 31:
NAB Crystal Awards

Radio Television Digital News Association

By February 7:
RTDNA Edward R. Murrow Awards

Rewind

The NBA thanks President Emeritus Marty Riemenschneider for compiling items from the NBA archives.
1972: 50 Years Ago

KETV has employed two UNL Journalism School student stringers. They are Doug Parrott, Elkhorn, and Jeff Hanson, Omaha. They were among five UNL school students who worked with the ABC-TV crew covering the Omaha-Nebraska game on Thanksgiving Day.

1982: 40 Years Ago

The NBA has recognized Dr. Larry Walklin, head of the department of broadcasting at the UNL School of Journalism. NBA president Cal Coleman of KHUB Fremont presented Dr. Walklin with the President’s Award in recognition of Dr. Walklin’s 10 years of service as treasurer of NBA. Recipient of a special President’s Award was Joe Baker of Omaha, a longtime broadcaster and consultant. He was cited for his many years of effort in behalf of the broadcasting industry. Baker is a partner in Webster-Baker Broadcasting and has been active recently as a broadcast consultant.

1992: 30 Years Ago

The 59th annual NBA convention matched its theme, "profitability." Held at the Holiday Inn Midtown in Grand Island, the event received many positive responses from attendees. Session highlights included “Making Money with Promotions” presented by Larry Patrick, “Technology that Could Change Your Business” a mind-boggling slide show from NAB’s John David, and “How the Political Process Affects Your Business” with John David and Lobbyist Walt Radcliffe.

2002: 20 Years Ago

The Nebraska State AMBER Alert Program was inaugurated on September 30. This program is designed to inform the public of child abduction cases and is the result of a concerted effort from the Attorney General's office, the Nebraska law enforcement community, and the broadcasters of Nebraska. Over 145 stations have agreed to air the Amber Alert announcements. NBA Chairman Dwight Lane said, “this kind of response and participation from our broadcasters, on a voluntary basis, is nothing short of amazing and I'm proud that our television and radio stations have responded in such a positive way.”

Congratulations to Cathy Blythe, morning show co-host on KFOR, Lincoln for winning the Medium Market Personality of the Year at the Marconi Awards held at the NAB Convention in Seattle. She is also a member of the Nebraska Radio Personalities Hall of Fame.

2012: 10 Years Ago

The NBA board voted to fund new studio equipment for the College of Journalism and Mass Communications at its fall board meeting with a $100,000 gift to the University of Nebraska Foundation. The board considered a proposal from the COJMC to replace some aging equipment in both the television and radio sides in Andersen Hall. Much of the old equipment was analog and the NBA board felt it should help provide the proper state-of-the-art equipment to help in the educational process of preparing upcoming graduates to be trained on the latest available technology.

Senator Ben Nelson was given the “Friend of Nebraska Broadcasters award at our Awards of Excellence Banquet. This is the second time that the Senator has been recognized. In 1993, he was presented with “The Friend Award” while Governor. He joins J.J. Exon who was honored twice as Governor (1977) and Senator (1992) as well as Congresswoman Virginia Smith (1982, 1990) as the only other two-time recipients.
Sync with the NBA Calendar

EVENTS, MEETINGS & DEADLINES

Virtual Job Fair Registration Deadline: January 3, 2023

Virtual Job Fair: January 9 - 13, 2023

Cline Williams Employment Law Forum Webinar: Recent FLSA Developments and Strategies for Wage and Hour Compliance, January 18, 2023

RISING ABOVE Sales & Management Summit, January 25 & 26, 2023

2023 NBA Annual Convention (Omaha): August 8 & 9, 2023

In Remembrance

Phil Aparo
On-Air talent known as "Sloan" on KLNG in the '80's and Waitt Media's "101.9 The Edge" in the "90's..

Linda Beermann
Reporter at KMTV before joining KOLN/KGIN TV where she served as reporter, weathercaster and assignment editor..

Roger Welsch