



THE MODULATOR

Quarterly newsletter of the



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FCC Filing Dates & Deadlines in Abundance!



At the time of publication, the potential of a federal government shutdown remained in the balance and could impact any or all of the following dates & deadlines and federal legislative issues outlined in the next segment.

On October 4, National EAS Test: FEMA & FCC will conduct the test at approximately 2:18 p.m. ET.

By October 5, ETRS Form Two: File this form to provide “day of test” data

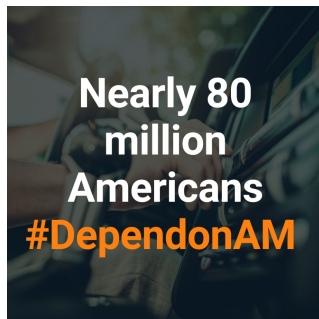
By October 10, Quarterly Issues & Programs List: 3Q report must be uploaded to your Public File

By November 20, ETRS Form Three: File this form with “detailed” post-National EAS Test data

By December 1, Biennial Ownership Reports: Filing window opens October 2

More details on these and other deadlines are on the [NBA website](#).

Federal Legislative Update



Our federal advocacy focus remains prioritized on two significant issues: the “**AM in Every Vehicle Act**” and a **vMVPD record refresh**.

The “**AM in Every Vehicle Act**” continues to gather support from House and Senate members, while some members have objected citing it as a “mandate.” Automakers are voicing their concerns while dealing with a more significant issue of their own: the UAW strike. That’s a pretty big distraction. The aforementioned factors increase the chances of this issue rolling into 2024. While we’re in a good spot with

Congressional support, this issue is far from over. Please continue using the NAB “Depend on AM” campaign materials on air, online and on your socials.

Our request for FCC Chairwoman **Jessica Rosenworcel** to refresh the record on **vMVPDs** remains a significant challenge. In a June House Energy & Commerce Committee FCC oversight hearing, the Chairwoman said that she doesn’t think the FCC has the authority to expand into that area. Another complicating factor is the emergence of two dueling coalitions: the affiliate-led “Coalition for Local News” and the Network O&O-led “Preserve Viewer Choice Coalition.” Both groups remain highly active in pursuing their opposing points of view.

SOME GOOD NEWS: As expected, 2023 **FCC regulatory fees** did in fact decrease! A number of people played a critical role in convincing the FCC that their current system of broadcasters paying for FCC staff time on non-broadcasting matters must change. Pillsbury's **Lauren Lynch Flick**, NAB's **Rick Kaplan** and the NASBA executive committee (including the NBA's **Jim Timm**) spent considerable time pursuing this change in recent years.

State Legislative Update



Nebraska's 108th Legislature Second Session will open on January 3rd. The NBA continues our watch for legislation that could impact NBA members, with the support of our lobbying team at **Radcliffe Gilbertson and Brady** and our membership in **Media of Nebraska**. Among the known issues of concern are "Winner Take All" and the ever-increasing encroachment on open meetings and public records activities. Another item we're watching closely is the proposed "EPIC Consumption Tax" model. While a recent version of the group's literature states that B2B transactions would be exempt, the NBA shares the concern of many other trade associations that should tax receipts come up short in this plan – which many organizations predict – an obvious way to help solve a shortfall would be to start removing exemptions.

NBA Annual Convention Recap



A record-setting 623 people participated in the 2023 NBA Annual Convention on August 8 & 9 at the La Vista Conference Center!

The enthusiasm of NBA members and guests from all across Nebraska was seen, heard and felt throughout the many events and sessions, allowing people from multiple station departments to return to work with fresh ideas and perspectives. The NBA Hall of Fame

welcomed **Bill Kelly**, **Val Lane** and **Otis Twelve**. Dozens of NBA members were recognized during our **Pinnacle Awards** banquet. Keynote Luncheon attendees were wowed by **Mitch Holthus**, the voice of the Kansas City Chiefs.

Your continued strong support is what keeps this event going strong. THANK YOU for participating and we look forward to seeing you on August 6 & 7, 2024, at the Embassy Suites in Lincoln!



Bill Kelly



Val Lane



Otis Twelve



Mitch Holthus



Pinnacle Awards



John Baylor

Meet Your NBA Chair



Shannon Booth
Gray Media Group, Lincoln

Get to know **Shannon Booth**, our new Chairperson of the NBA Board of Directors. Shannon is Vice President & General Manager for several Gray Media Group stations, including KOLN 10/11 in Lincoln, KSNB Local4 in Hastings and KNOP News 2 in North Platte.

My current role is best summed up as: I'm proud to lead a group of high performing broadcasters and sellers. Creating a healthy workplace culture is #1 for me. Strategic vision and building collaborative teams to get there come next. And with the changing landscape, creating 'safe zones for innovation' and trying new things is of the utmost importance.

First job in broadcasting: Newscast producer at KCRG-TV9 in Cedar Rapids, IA back in 1998. I produced a half-hour live newscast and some morning cut-ins. Those early days taught me a lot about time management and making decisions. Those are skills I still use every day.

Best career advice I've ever received: As tough as it might get, don't let anything or anyone push you away from a career you love.

Why I love what I do: Making a difference for the communities and advertisers we serve. As local broadcasters, we are fortunate to work for well-respected brands and stations. And because of that, we have a lot to live up to. Every day is different and filled with new challenges and opportunities.

One thing I'd like to change about this business: Mass understanding and respect for how the industry has and will continue to evolve and advance. I love talking with people about the new ways we are producing content and delivering it to select audiences, new advertising options, etc.

Why young people should get into broadcasting: Change and innovation is all around. Traditional media, combined with streaming, digital and social media initiatives, means there is a place for everyone.

My family: My family includes my husband, Paul, and our two boys. Brody is a freshman at UNL, interested in graphic design and plays trombone in the Cornhusker Marching Band. Blythe is a sophomore at Lincoln East High School and stays busy with weight-lifting and football.

Chairperson's Column

I am honored to be assuming the chairperson position for the 2023-2024 NBA cycle. And I'm sending a big round of applause all the way to Chadron. That's where we find Dennis Brown. We haven't forgotten your tremendous contributions as chairman of the board last year. Thank you, Dennis!

It was so good to see so many local Nebraska broadcasters at the Annual Convention just last month. What a bright, smart and energetic bunch! I was inspired by the speakers, but also by so many of you... new friends and old. Please, keep prioritizing this annual meet-up. The take-aways are important for our teams.

Now, we start planning next year's convention. And we'll convene for a full board meeting next month. We will continue to advocate for our NBA members here at home and in Washington, D.C. I've been able to participate in two Washington, D.C. fly-ins this year. (Have you seen a Jim Timm DC schedule? Let's just say I'm resting up! ☺) Kidding aside, these trips are always well-coordinated and include a full day of meetings with our Nebraska legislators. We are at the table talking with them on behalf of you. The AM Radio for Every Vehicle Act continues to gain support. And on the TV side, fighting for fair compensation from vMVPDs is critical.

Many of the talking points for those trips and others come from you. The work you do matters. Local broadcasters are the pipeline, and oftentimes the lifeline, in our communities. News updates, live sporting events, critical weather coverage, non-profit partnerships, helping local businesses grow and on and on.

It's an exciting time to be a local broadcaster. I am passionate about what we do and where we're going. I think it's safe to say the coming year will bring new technology, new ideas and new initiatives not even on our radar yet. Together, we'll stay wide-eyed to it all.

I look forward to visiting with you about your stations and serving as your chairperson this year.

Shannon Booth

Shannon Booth
Chairperson of the Board 2023-2024
Nebraska Broadcasters Association

Meet Your New NBA Board Members

Following their July election by NBA member SEUs, the NBA Board of Directors welcomed three new At Large Directors and a reelected Associate Director, each of whom began serving their three-year terms immediately following our 2023 Annual Convention. Congratulations and thank you for serving your fellow Nebraska broadcasters!



Graig Kinzie
Owner & President/GM



Dallas Nau
Market Manager



Scott Poesse
Owner & President/GM
KBRX AM/FM, O'Neill



Todd Murphy
President
Truescope, Omaha

Board Briefs



A summary of the NBA Board of Directors summer meeting held at the La Vista Conference Center on August 8, 2023.

Chairman **Dennis Brown** called the meeting to order at 9:01 a.m. and recited our Antitrust policy. Minutes from the May 3, 2023 meeting were approved.

Financial reports for April, May and June, 2023 were approved as presented by Secretary-Treasurer **Taylor Walet**. Representatives from our investment firms provided portfolio updates and answered related questions.

President/Executive Director **Jim Timm** reported on legislative & regulatory concerns, most notably AM in the dashboard and vMVPDs impact on local TV stations.

Regarding Member Services, Timm stated that a 2.0 version of last fall's regional engineering training conference is close to confirmed for this fall in Kansas City, in partnership with the Iowa, Kansas and Missouri state broadcast associations.

Timm gave an Annual Convention overview, indicating record attendance for this year's events.

Regarding Future Talent, Timm reported that the High School Radio Project has been picked up by the Louisiana Association of Broadcasters.

Brown thanked outgoing board members **Kern Dant**, **Ami Graham** and **Jeffrey Steffen** for their contributions throughout their respective terms of service. The board unanimously approved the election of **Bill Boyer** to the executive committee position of Secretary-Position for 2023-2024.

Brown thanked everyone for attending and the meeting adjourned at 11:12 a.m.

NBA Hall of Fame Nominations due by January 10



Who might you have worked with that enjoyed (or is still enjoying) a Hall of Fame-worthy career? Now is the time to be thinking about such people and preparing your nomination documentation. Complete details [here](#). All nominations must be submitted in their entirety as shown **by January 10, 2024**.

Future Talent: High School Radio Project Expands



After a successful spring pilot program at **Millard West**, the NBA High School Radio Project (HSRP) is expanding. **Mark Hilburn's** Millard West students are back in control of our original station, branded by the students as "The Uproar." 25 MWHS students are engaged through voicetracking their own air shifts in our Alt, CHR Classic Rock and Country formats, writing & recording newscasts, PSAs and more.

On September 26, the NBA's **Jim Timm** and Omaha radio veteran **Kurt Owens** delivered the gear and introduced the HSRP at Omaha's **Creighton Prep**. Their station will soon have a brand and be populated with lots of student content under the direction of instructor **Matt Rasgorshek**.



HSRP co-developer **Jordan Walton** of the **Massachusetts Broadcasters Association** is working with Westfield Technical Academy this fall while our state broadcast association friends in **Michigan** and **Louisiana** will soon have their first high schools on the air, too.

HSRP!

Click [here](#) to listen to any of the stations and learn more about the

Virtual Job Fair October 23 - 27

Hiring? The NBA's next Virtual Job Fair is October 23 - 27. Member stations can post jobs, interact with candidates and expand your outreach program.



Registration deadline is October 16th.

Complete details [here](#):

Contact Linda Meuret at linda@ne-ba.org with any questions.

New Member

The NBA welcomes **Tech 2 U LLC**, a technical contractor based in North Platte.

College Scholarships Applications Due by October 31

Tick Tock, students! **October 31** is the application deadline for the NBA Foundation's College Scholarship program for the 2023-2024 academic year. \$5,000, \$3,500 and \$2,500 scholarships are available within a total pool of up to \$25,000 to be awarded. Click [here](#) for the complete criteria and the online application form.



FREE Report on AI-Powered Digital Solutions

As part of the NBA's Digital webinar series with AdCellerant, we are pleased to offer this FREE report!



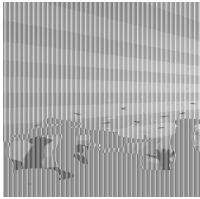
We're teaming up with Artificial Intelligence (AI), but what does that actually look like? At AdCellerant, we are passionate about our partners and helping them find success.

AI isn't just a fancy buzzword for us; it's becoming our secret sauce. We've started blending it into our solutions to boost your campaigns. From predicting trends to machine learning, we're giving you a backstage pass to see how we've already begun seamlessly integrating AI into our solutions.

What can you expect to learn from this whitepaper?

1. **A Letter from our CEO.** Hear from Brock Berry, CEO and Co-Founder of AdCellerant, on the future of AI and uncovering the various possibilities.
2. **Pro Tips.** Get the lowdown on how AI is revolutionizing digital marketing straight from the experts.
3. **Success Stories.** See how we leverage AI into various products, their benefits, and how we do it.
4. **Hacks & Tricks.** Discover excellent tips and tricks for making AI work for you and your campaigns.
5. **Stay Ahead.** Equip yourself with the knowledge to stay ahead of the curve in the digital marketing game.

Appreciation for Awards Judges



The NBA is one of several state broadcast associations that share awards entry judging duties on a voluntary rotating basis. This year, the NBA drew New Hampshire's awards entries and we want to thank the following members for making time to lend their expertise and time to the process:

Rick Alloway (UNL); **Brad Beahm** (News Channel Nebraska); **Charlie Brogan** (KFOR); **Mallory Connelly** (KOLN/KGIN TV); **Jeb Eischeid** (Sprit Catholic Radio); **Nancy Finken** (Nebraska Public Media); **Ami Graham** (NRG Media); **Lei Guo** (UNO); **Kaleb Henry** (NRG Media); **Melodae Horst** (UNO); **Anthony Jacobsen** (Nebraska Rural Radio Association); **Jessie Johnson** (News Channel Nebraska); **Damian Montez** (Spirit Catholic Radio); **Neil Nelkin** (NBA Hall of Fame); **Wayne Nestor** (KTLX); **Emily Roehler** (WOWT TV); **Spencer Schubert** (KSNB TV); **Tristen Winder** (KSNB TV) and **Anita Wragge** (KHGI/KFXL TV).



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

REWIND

1973: 50 Years Ago

The telephone operator at KHUB, Fremont, answers the phone with a cheery "KHUB, where the temperature is 80 degrees" and KHUB has two mayors on its staff - honorary, that is. The station's **Kent Pavelka** and **Bob Palmer** were guests of Fremont Mayor **Arthur L. Peters** for breakfast on his patio. On the remote program that followed, Hizzoner presented them with resolutions making them "Mayor for the Morning."

1983: 40 Years Ago

The NBA has named Football Coach **Tom Osborne** its 1983 winner of the "Friend of Nebraska Broadcasters Award." Coach Osborne will receive an engraved plaque during the annual AkSar-Ben Awards Banquet Sunday, September 11 in Omaha.

A salute to Nebraska broadcasters is the theme of halftime entertainment at the Nebraska-Wyoming football game September 10 in Lincoln. To give broadcasters an opportunity to cheer the Huskers and Nebraska broadcasters, the NBA office has 70 reserved seat tickets for sale. Get your order in right away to **Ed Schafer**. The price is \$12 per ticket, first come, first served.

Vonn Jones, a junior at UNL majoring in broadcast journalism, is this year's recipient of the Nebraska Broadcasters Association \$750 scholarship. A 1981 graduate of Aurora (Neb.) High School, Jones was named outstanding journalism student his senior year. At UNL he carries a 3.87 grade point average, with a 4.0 (perfect A) average in broadcast

courses. Jones said he would like to become a news director in radio or television in a location close to his hometown.

1993: 30 Years Ago

At the NBA Annual Meeting at convention, President **Howard Kennedy** presented the State of the Association report which credited **John Webster** for coordinating the Nebraska Broadcasters Association Foundation, **Howard Shrier** for his work on the issue of Consumers Use Tax on Syndicated Programing, **Larry Walklin** for coordinating Hall of Fame activities, **Robb Thomas** for soliciting NCSA programs, and **Steve Murphy** for FOI service.

2003: 20 Years Ago

Three new directors were elected to the NBA board at the Annual Meeting on August 13, 2003. New board members are **Mike Flood**, KUSO, Norfolk; **Chuck Schwartz**, KOOQ/KELN, North Platte; and **Tom Land**, Journal Broadcast Group, Omaha. Each will serve a three-year term on the board.

2013: 10 Years Ago

Marconi Award-winning radio personality **Cathy Blythe** has left the KFOR morning show after 31 years. Blythe will remain at KFOR (1240 AM) to host the syndicated "Problems & Solutions," the self-help program she originated at the station in 1992, which airs from 9 to 10 a.m. weekdays. "This feels so right," Blythe said. "I've been thinking about it for a year, prayed on it a little and received some input. People told me I would know when it's time. You have to listen to your heart. I know this is the right thing to do and the right time."

KNCY AM/FM, Nebraska City, NE has been sold to **Mike Flood** of Flood Communications for \$810,000. The seller is Riverfront Broadcasting, (**Doyle and Carolyn Becker**), owners of seven stations licensed to South Dakota. Flood is involved in Flood Communications, LLC, owner of KUSO (US 92) licensed to Norfolk (Albion) and Flood also is a partner in Red Beacon Communications, which owns KNEN (Rock 94) also in Norfolk.

Sync with the NBA Calendar

EVENTS, MEETINGS & DEADLINES

Virtual Job Fair Registration Deadline: October 16, 2023

Virtual Job Fair: October 23 - 27, 2023

Engineering Academy: November 15, 2023

LUC Nebraska Primary Window Opens: May 14, 2024

LUC Iowa Primary Window Opens: June 4, 2024

2024 NBA Annual Convention (Lincoln): August 6 & 7, 2024

LUC General Election Window Opens: September 6, 2024

2023 GOVERNOR PILLEN CALL IN SHOW SCHEDULE

All shows air at 2:00 pm CT unless otherwise noted.

More than 40 member stations carry the NBA Governor's Monthly Call In Show, which



Governor Jim Pillen

originates from KLIN in Lincoln. The NBA and Governor Pillen thank our many affiliates and remind you to promote each month's program on the air, online and through social media.

Upcoming Call In Show Dates:

- **October 23, 2023**
- **November 20, 2023**
- **December 18, 2023**

Future dates to be announced.

In Remembrance



Debbie Donohoe -

Veteran radio account executive for Omaha's KGOR/iHeart Media.

Dave Hamer -

Legendary Omaha TV journalist, who worked for KETV, KMTV and WOWT

John Kidd -

Owned and operated Grand Island's KRGI & KMMJ from 1989-2004

Dave Kline -

47 years as a maintenance engineer at UNO/KVNO television

Mary Jane "EmJay" League -

On air personality, production & promotions specialist at Omaha's KKCD

Gina Sherwood -

Morning show cohost on NRG Media-Lincoln's KBBK from 2003-2021

[Visit our Website](#)

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