



THE MODULATOR

Quarterly newsletter of the



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Register Now for the NBA Annual Convention

Join us in celebrating 89 years of Nebraska Broadcasting at the 2023 NBA Convention at the Embassy Suites in La Vista! Hear directly from top industry trainers in Engineering, Management, News, Programming and Sales with information to make an immediate impact on your personal and your company's performance. Banquets include Hall of Fame, Keynote Luncheon and Pinnacle Awards. The popular NBA Networking Lounge returns to help you expand your NBA network.

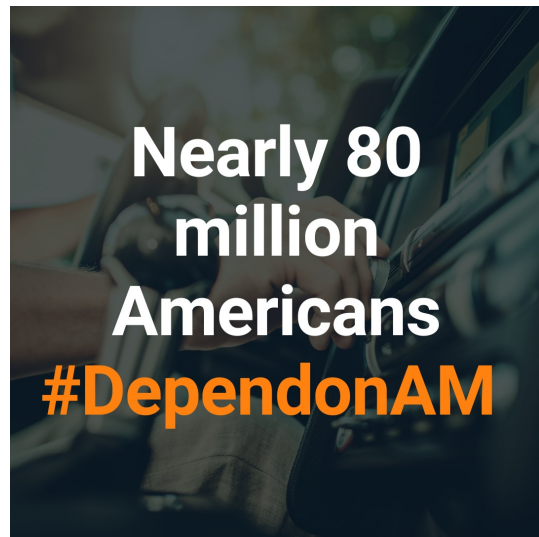
\$225 per SEU for unlimited seats at all training sessions. Meal functions are priced per-person. **Early Bird pricing expires after July 24th.** Hotel rooms at our special group rate price are close to selling out, so book early to ensure best price!

[Agenda, Pricing, Hotel & Registration Info](#)

Federal Legislative & Regulatory Update



Left to Right: Shannon Booth, Shawn Oswald, Jim Timm, Ami Grham, Bill Boyer



Text "AM" to #52886 to tell legislators why you depend on AM radio.

You're well aware that two issues have presented significant threats to the very existence of local AM and TV broadcasting as we know it. That's no exaggeration.

Given the severity of both issues, NBA board members **Ami Graham** (NRG Media, Lincoln); **Shannon Booth** (Gray Media Group, Lincoln); **Bill Boyer** (Nebraska Rural Radio Association, Scottsbluff) and **Shawn Oswald** (KETV, Omaha) joined NBA President/Executive Director **Jim Timm** on a mid-June nationwide fly-in advocacy trip to Washington DC, arranged by NASBA and NAB.

For radio, the recently-introduced "**AM in Every Vehicle Act**" (co-sponsored by **Senator Deb Fischer**) now has the support of over 100 Members of Congress, including all five of Nebraska's federal delegates. AM listeners all across the country have sounded their displeasure, which helped lead Ford Motor Company to reverse their recent decision to eliminate AM from their lineup of 2024 vehicles. While this amount of support is encouraging and still growing, the fight to have NHTSA require AM radio as a safety standard in all vehicles is far from over.

The ongoing move of consumers from MVPDs (cable and satellite) to **vMVPDs** (OTT providers) has put a damaging dent in local TV stations' retransmission consent revenue. Making matters worse, TV networks are negotiating compensation *for* them. While we've been asking Members of Congress to have the FCC revisit a related proceeding that has been left open since 2014, Chairwoman Rosenworcel said in a June 21 hearing that she doesn't see the FCC applying MVPD rules to vMVPD providers.

Much heavy lifting remains on both issues and the NBA will likely be calling on our valued members to take action in the coming weeks and months.

The GOOD news: **FCC regulatory fees** are poised to decrease (that's not a typo!) for 2023. Thanks largely to the dogged pursuit of Pillsbury attorney **Lauren Lynch Flick**, the commission has finally agreed that their current system of broadcasters paying for FCC staff time on non-broadcasting matters must change. Your friends at NASBA and NAB have also spent considerable time pursuing such change.

State Legislative Update

You can call the soap opera that was Nebraska's 108th Legislature First Session whatever you want. Regardless of your view of the



end results, the session's most unusual dynamics served as a buffer to any legislature that might have impacted NBA members. Whew. Through our lobbying team at **Radcliffe Gilbertson and Brady** and our membership in **Media of Nebraska**, we're already looking ahead to what will need attention and action before and during the next session.

Chairman's Column



Dennis Brown
KBPY/KCSR, Chadron

Summer is here and out here in western Nebraska the rains and storms have kept our local radio and television members busy covering storms while other parts of the state are drying out.

It's a busy time with community events underway and most of us are very involved in them through our coverage or with most of our staff members volunteering to help out the many organizations putting together those summertime good times.

It also continues to be a busy time at your Nebraska Broadcasters Association, with the AM in every Vehicle Act and vMVPD proceeding representing major issues that affect all radio and television outlets.

In early June, a group of the NBA board traveled to Washington, DC with our director to let the folks back there know how important these issues are to us. I won't go into detail as Jim will have much more on that, but we are continuing our efforts for you on several fronts.

Our Annual Convention is something else we have to look forward to and this year's convention in Omaha looks to be another good show. If you haven't registered yet, get signed up and get ready for a good and educational time. One other note: be sure and visit with the vendors at the show. Even if you don't have purchase plans now they always appreciate the opportunity to visit with us.

My year as Chairman of the Association is flying by. Before long I'll be passing the gavel on to Shannon Booth. Get ready, Shannon - the roller coaster is rolling on.

Thank you all for your support of the Nebraska Broadcasters Association. See you at convention!

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

Board Briefs



*A summary of the NBA Board of Directors
spring meeting held at the
Best Western Plus
in Kearney on May 3, 2023.*

Chairman **Dennis Brown** called the meeting to order at 10:00 a.m. and recited our Antitrust policy. Minutes from the February 7, 2023 meeting were approved.

Financial reports for January, February and March, 2023 were approved as presented by Secretary-Treasurer **Taylor Walet**.

President/Executive Director **Jim Timm** reported on legislative & regulatory concerns, most notably AM in the dashboard and vMVPDs impact on local TV stations, resulting in a June advocacy trip to Washington, DC for several board members as part of a nationwide fly-in effort arranged by NASBA and NAB.

Regarding Member Services, Timm reported on the successful launch of the Governor's Call In show from KLIN, and a likely 2.0 version of the regional engineering training conference to be held this fall in Kansas City.

The board approved a modest Annual Convention meal function price hike due to the significant hotel cost increase. The NBA will continue underwriting a significant portion of the cost of every meal.

Regarding Future Talent, Timm reported that the High School Radio Project has been picked up by the Michigan Association of Broadcasters. The board approved adding Concordia University (Seward) as an eligible school for future scholarship applicants.

The slate of proposed At Large Directors for 2023-2024 was presented and will be voted on by our commercial members via email balloting beginning in late June.

Brown thanked everyone for attending and the meeting adjourned at 12:21 p.m.

A Different Kind of Student Loan Relief

Ten NBA member employees are each \$1,000 closer to eliminating their student loan debt, thanks to the NBA Foundation's Student Debt Assistance Grant program. Now in its third year, this program has already provided \$25,000 to NBA member station employees. Applications are judged by a panel of NBA board members with no parent company/employee applicant conflicts.

Congratulations to these dedicated NBA-member station employees!



Luke Anderson



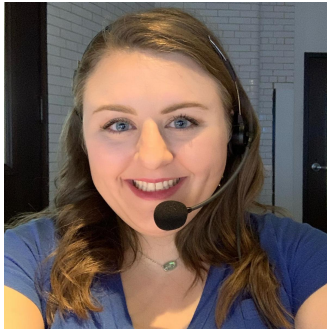
Devin Bolen



Robyn Burnison



Jacob Comer



Maureen Fletcher



Tyler Lechner



Steffani Nolte



Adam Ostdiek



Abbie Petersen



William Wilson

Future Talent: Our Next Generation of Broadcasters

Through the support of so many members across the state, the NBA remains highly active in various initiatives to help develop future talent for our industry.

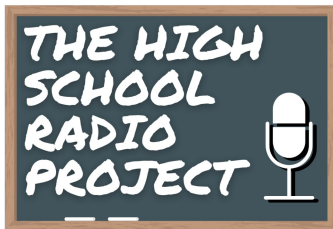
Digital Expressions Media Camp at UNK



UNK Campers at NRG Media - Kearney

The seventh annual Digital Expressions Media Camp was held June 4-9 at the University of Nebraska at Kearney. High schoolers from all over the state learned about potential careers in broadcasting, hearing from guest speakers and visiting Kearney's **NRG Media** and Axtell's **NTV**. They also got on the air themselves, hosting shows on **KLPR** radio and producing audio, video, and design projects. Since UNK's video studio is currently undergoing some renovations, students produced a remote newscast from the campus' art building. Also, in a camp first, all the campers crammed into the radio station to host a show together. The NBA thanks UNK's **Jacob Rosdail** and **Ford Clark** for putting on such a great camp!

High School Radio Project Expands



The seven students in **Mark Hilburn's** Millard West Journalism class capped their spring semester HSRP experience with a one-hour live broadcast on May 20th. Working with the NBA's **Jim Timm** and veteran Omaha radio guru **Kurt Owens**, the students – who branded their station as "The Uproar" – outlined a clock and arranged a series of live interviews to accompany their choice of music among live news, sports, weather,

entertainment gossip and other live features. Their last words as the live show ended: "Do we get to do this again in the fall?" That answer is a resounding YES!

Following the pilot launch of the HSRP in Nebraska and Massachusetts, we are pleased to report that the state broadcasters associations in **Michigan** and **Louisiana** have signed on and will begin using the HSRP with high schools in their states this fall, too.



Millard West HSRP Students

Omaha North Students Tour KETV

Omaha North High School recently launched a Computer Science and Technology Academy, allowing students with such interests to participate in specialized classes and real-world experiences. The NBA's Jim Timm was asked to serve on their advisory board for their Audio and Video Production track. Instructor **Natalie Runyon** and eight of her students with interest in television enjoyed a tour of **KETV** followed by watching the Noon newscast with an explanation of how the cast is produced.



Omaha North Students at KETV

Virtual Job Fair July 17 - 21



Hiring? The NBA's next Virtual Job Fair is July 17 - 21. Member stations can post jobs, interact with candidates and expand your outreach program.

Registration deadline is July 10th.

Complete details [here](#):

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

Welcome New Associate Members

- Nebraska State Fair
 - Nautel, Inc.
-

NBA Members in the Spotlight



Keely Byars has been named market manager of **NRG Media's** 7-station Omaha Cluster.



Just a few blocks away at **KFAB**, **Emery Songer** is the new afternoon host, moving west from iHeart Media's sister station WHO in Des Moines.



WOWT TV has promoted **Cassie Crowe** to news director. Crowe had served as assistant news director for the Omaha NBC affiliate for the past seven years.



News of the unfortunate kind transpired at Omaha's **KPTM TV**, as the Fox affiliate aired their last locally produced newscast on the evening of May 12.

Across town at **Summit Media**, a new management structure ups **Kate Maguire** to VP of sales and **Jim Spector** to VP of programming, in place of a local market manager.



Kate Maguire



Jim Spector



Adam Smith has been named operations manager at Broken Bow's **KBRY** following the recent acquisition of the station by the **Nebraska Rural Radio Association** from **Mark Jensen**.



Record rainfall in the high plains of southwest Nebraska delivered 25 inches of water to **Armada Media's KBRL** transmitter building in McCook on May 25. Thankfully, there was little disruption to station operations.

Following three years as station manager, **Sherry Brownrigg** has been promoted to general manager of Omaha's **KVNO** (90.7). Brownrigg will follow in the footsteps of **Chris Allen** who is retiring from UNO as of June 30, after nearly 30 years of service.



Sherry Brownrigg



Chris Allen



Distinguished journalism awards are abundant in Nebraska. The **MBJA** Eric Sevareid Awards honored **KLIN**, **Nebraska Public Media**, **UNK**, **UNL**, **UNO** and **WOWT TV**.



RTDNA honored **KETV**, **KRNU** and **Nebraska Public Media** with regional Edward R. Murrow Awards.



AdCellerant is the trusted partner for broadcasters seeking success in the digital space. Our award-winning customer service, support and expertise, partnered with our proprietary technology solution, deliver valuable insights, strategic recommendations, and tailored guidance to optimize digital advertising efforts.

We support broadcasters throughout the entire digital sales process from customized sales enablement to campaign management, execution and transparent campaign reporting. AdCellerant helps broadcasters like you, activate, retain and grow digital revenue, while further supporting your advertisers with their digital marketing needs and growing station share. A partnership with AdCellerant can help your station unlock new revenue streams, foster meaningful connections with loyal viewers and listeners, and

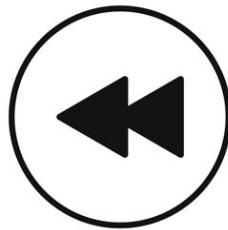
ensure sustainable growth in the digital era.

Ready to explore how you can grow your station's digital revenue by 30% or more? Contact Elizabeth Bernberg at elizabeth.bernberg@adcellerant.com for a discovery call and uncover new possibilities.

AdCellerant is a proud partner with the Nebraska Broadcasters Association.

Transactions

Flood Communications announced an agreement to purchase KSDZ (95.5, Gordon) and KDJL (99.5, Kilgore-Valentine) from long-time owners **Jim and Deneen Lambley's** DJ Broadcasting, for \$850,000.



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

REWIND

1963: 60 Years Ago

Major responsibility for developing the University of Nebraska's program in TV-radio education will be shifted to the School of Journalism next September. The transfer will permit linking of courses in journalism, advertising, and broadcasting, according to Dean **Militzer** of the College of Arts and Sciences.

1973: 50 Years Ago

William F. Duhamel, Executive VP of the Duhamel Stations group, Rapid City, SD, which includes **KDUH-TV**, Hay Springs, Nebraska, has been named to a two-year term on the National Association of Broadcasters Secondary Markets Television Committee.

Sandy Jackson, formerly a WOW radio announcer, is the newly-named chief announcer of **KFMX-FM**, which has doubled its power and is now at 100,000 watts. The station claims the highest FM antenna in Nebraska, a quarter-mile high.

1983: 40 Years Ago

The NBA convention committee headed by President-Elect **Gary Nielsen, KMTV**, Omaha, has announced that several prominent broadcasting personalities will make an appearance at the 50th Anniversary Convention in Omaha. Nielsen said **Tom Brokaw**, "NBC Nightly News" co-anchor, will join former NBC News Correspondent **Floyd Kalber**

and CBS/Broadcast Group President **Gene Jankowski** during appearances at the September 11-13 convention.

UNL student **Vonn Jones** of Aurora, NE is the winner of the annual NBA scholarship. He will use the \$750 scholarship to further his studies in broadcasting at UNL. He'll be a junior next year.

1993: 30 Years Ago

KRGI AM/FM GM **Lyle Nelson** has announced the promotion of **Shaun Schleif** to Station Manager. Schleif has been in broadcasting for 17 years, the last seven as Operations Manager of the stations. Prior to KRGI, he was involved in management of radio stations in Hastings, NE and Pensacola, FL.

2003: 20 Years Ago

Howard Shrier, Senior VP and COO of Pappas Telecasting, presented testimony to the state Revenue Committee on behalf of the broadcasters of Nebraska. Shrier expressed opposition to LB397, which could, if structured, impose a sales tax on services that are now exempt, including a sales tax on advertising.

2013: 10 Years Ago

TV Deals! **KPTM, (Fox 42)** Omaha, and **KPTH (Fox 44)** Sioux City is being sold to Sinclair Broadcasting; **KSTF**, Scottsbluff is being sold to Yellowstone Media. Nebraska Rural Radio Association CEO **Craig Larson** announced that veteran broadcaster **Chuck Schwarz** is joining **KNEB AM/FM**, Scottsbluff as Station Manager. Schwartz has spent his entire career in North Platte, working in both radio and television, including stints as a general manger, sales manager and sports director.

KHUB AM, KFMT FM, Fremont along with **KBLR FM**, Blair, have entered into a local marketing arrangement with Siebert Broadcasting, (**Rick Siebert**), owner of **KWBE**, Beatrice and **KGMT/KUTT**, Fairbury. Siebert is also in the process of building studios for KBLR in downtown Blair.

Sync with the NBA Calendar

EVENTS, MEETINGS & DEADLINES

Virtual Job Fair Registration Deadline: July 10, 2023

Virtual Job Fair: July 17-21, 2023

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

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 originates from KLIN in Lincoln. The NBA and Governor Pilleen thank our many affiliates and remind you to promote each



Governor Jim Pillen

month's program on the air, online and through social media.

Upcoming Call In Show Dates:

- **July 17, 2023**
- **August 21, 2023**
- **September 18, 2023**
- **October 23, 2023**
- **November 20, 2023**
- **December 18, 2023**

Future dates to be announced.

In Remembrance



Edmund Berven -

Known as Eddie Hudson on the radio, he enjoyed a long on-air career at KSID, WOW and KOIL along with stops in Minnesota and California.

Howard Hale -

Began an award-winning Farm Broadcasting career at the age of 50, working at KOLT, KEYR and KNEB among other stations.

Ron Hull -

Public Broadcasting pioneer who elevated NET (now Nebraska Public Media) programming and Public Broadcasting across the country.

Mary Jorgensen -

Career advertising salesperson, with her last 20+ years in underwriting and management at Omaha's KVSS/Spirit Catholic Radio.

Mike Kesselring -

Fell in love with selling radio advertising later in his life and became a top performer for KBPY & KCSR in Chadron.

Norma Rae Peterson -

First woman to be granted an FCC license in 1987, as president/owner of the Lincoln Broadcasting Company's KFGE FM.

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