



# THE MODULATOR

Quarterly newsletter of the



Vol 46 No 4 December 2023



## Legislative Updates



### Federal Legislative Update

As we turn our calendars to 2024, we anticipate our advocacy efforts in conjunction with the National Association of Broadcasters (NAB) will focus on the **AM in Every Vehicle Act**, a **vMVPD record refresh**, the **Local Radio Freedom Act**, and the **Journalism Competition and Preservation Act**. With **AI** presenting opportunities and risks, the NAB will keep us apprised of any potential federal legislation.



### State Legislative Update

When Nebraska's 108<sup>th</sup> Legislature Second Session opens on January 3, we expect to be quite active in dealing with threats of an **ad tax**, another effort to pass "**Winner Take All**" and the ever-increasing encroachment on **open meetings** and **public records** access. We'll also be on watch for any **AI** legislation that could impact our members and/or possibly conflict with any federal legislation.

## Build those Relationships!

Regardless of the issue, the relationships that you build with elected officials are the foundation of our most effective advocacy efforts. It's one thing for them to hear from the NAB or NBA, yet we make a greater impact when they hear directly from you – the people with studios and microphones and cameras and large audiences. Please, take the time to get to know your elected officials!

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## Chairperson's Column



Shannon Booth  
Gray Media Group, Lincoln

My wish for you this holiday season is for peace, joy, laughter and love. And a lot of R&R and time with family and friends.

It's a busy and exciting time of year, no doubt, as we work to put a bow on 2023 and rip the wrapping paper off of 2024.

As I start to reflect, the word that keeps coming to mind is "change." With almost a 100% guarantee, we will ALL experience a massive amount of change – again – next year. Whether with new technology, people, plans or policies, broadcasters can be assured that at this time next year, it may be a whole new ballgame. We could be playing on an entirely new playing field. And that's what keeps me fired up!

I used to be a list-maker with a solid plan of attack for each workday. But what I've realized is the speed at which the industry is changing, innovating and evolving means other priorities and ideas will inevitably come up. "Let's try this." "Let's test that." We don't focus on the finish line, but on moving the ball forward every day. We are curious, continuous learners. Let's all do what we can to make room for the "new." New initiatives, new equipment, new delivery options, new goals, new spreadsheets and the like. (Boy, I love a new spreadsheet! 😊)

On the flip side, what will not change is the championing and protection of our top asset. And that's our LOCAL content and our LOCAL coverage. It's serving our LOCAL communities and our LOCAL advertisers. We'll always own LOCAL. It will always matter.

I look forward to hearing what exciting things develop at your station this year. We are broadcasters. I know, we're buckled-in and ready for all of the challenges and opportunities ahead. It should be a wild, but rewarding ride.

Happy Holidays to you and yours. Let's all shine bright. There is no dimming a determined group of broadcasters. Cheers to that!

*Shannon Booth*

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

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# Scholarships, Scholarships and more Scholarships!

**EEO Scholarship Program:** participating stations should begin promoting the 2024 EEO Scholarship Program on **January 1**. If you missed our recent emails, contact [jim@ne-ba.org](mailto:jim@ne-ba.org)

**High School Senior Scholarships:** our 2024 application window is open through **January 31, 2024**

**College Scholarships:** The Nebraska Broadcasters Association Foundation (NBAF) has awarded \$23,500.00 in scholarships to five students who are currently attending Nebraska universities with aspirations to work in broadcasting upon their graduation. The following students have been awarded a NBAF scholarship for the 2022-2023 academic year:



**Krystin Collins**, a junior at University of Nebraska – Lincoln is pursuing a double major in Broadcasting and Sports Media & Communications



**Daytin Inserra-Cunningham**, a senior at University of Nebraska – Omaha is pursuing a major in Journalism & Media Communication



**Lindsay Tague**, a senior at University of Nebraska – Omaha is pursuing a major in Journalism & Media Communication



**Lance Vie**, a senior at University of Nebraska – Lincoln is pursuing a major in Broadcasting





**Jon Willis**, a junior at University of Nebraska – Kearney is pursuing a major in Sports Communication

Current NBA Board Chairperson **Shannon Booth**, vice president/general manager of the Gray Media Group, Inc., television stations in Lincoln, Hastings and North Platte, said: "These students are our future! The Nebraska Broadcasters Association Foundation is honored to support and award these scholarships. We congratulate these students for their hard work and dedication to this exciting field. The future is bright for broadcasters!"

The NBAF offers scholarships to assist students enrolled in radio and/or television broadcasting or broadcast journalism educational programs at designated higher education institutions in Nebraska. Qualified applications are reviewed by a panel of NBA board members. 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 \$350,000 in college scholarships have been awarded by the NBA and NBAF since the NBA first began awarding such scholarships in 1977.

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## Consider an NBA Foundation Scholarship Donation

The aforementioned scholarships are made possible in part by generous contributions from NBA members just like you. **Would you like to contribute?** Any amount is accepted. Payment can be made [online](#) or by check to the NBA office. New "Chairman's Club" donors are recognized during our Annual Convention. Thank you for your consideration.

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## Letter from the Editor: AI & Broadcasting

During one of our NBA Annual Convention sessions this past August, an attendee asked the presenting speaker if they should be afraid of losing their job to AI. The speaker's response: "I wouldn't worry about losing my job to AI; I'd worry about losing my job to *someone who understands AI.*"

Hmmm.

Before you read on, please know that I'm not advocating for AI to eliminate jobs in our industry. Yes, some people fear AI might replace them regardless of their job. Others fear the legal ramifications of distributing content that might be fake or not actually licensed for use, even though it might be presented as legitimate. On a brighter note, many stations have embraced AI and are reaping the benefits.

During a series of recent meetings with some of my colleagues at the National Association

of Broadcasters (NAB) headquarters in Washington, DC, my eyes were further opened to a couple of hard facts for local broadcasters as it relates to generative AI: 1) AI isn't going away, and 2) If they aren't already, stations should figure out how it might be put to work.

Early next month, you'll receive an email outlining a webinar series from Futuri on AI for radio and television sales, programming, and promotions. Several state broadcasters associations are making this series available with a goal of highlighting how generative AI can be used. Not to scare, not to cut jobs.

I encourage you to join any or all of these webinars. Listen and keep an open mind. How can AI improve your localism? How can it make your job easier, so you can better focus on the aspects that only humans can do? The NBA is not advocating for you to do business with Futuri; I simply want you to see some of what's out there so you can decide how it might help you.

*Full disclosure: I, Jim Timm, actually wrote what you just read. It wasn't written by ChatGPT or some avatar pretending to be yours truly.*



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## Board Briefs



*A summary of the NBA Board of Directors  
spring meeting held at  
Cunningham's on the Lake  
in Kearney on November 8, 2023.*

Chairperson **Shannon Booth** called the meeting to order at 10:01 a.m., recited our Antitrust policy and reviewed board member expectations. Minutes from the May 3, 2023 meeting were approved.

Financial reports for July, August, September and fiscal year 2022-2023 were approved as presented by Secretary-Treasurer **Bill Boyer** and the operating budget for fiscal year 2023-2024 was approved.

President/Executive Director **Jim Timm** reported on federal legislative & regulatory concerns along with items under watch for the 2024 state legislative session.

Regarding Member Services, Timm reported that **Rod Zeigler** has agreed to continue handling our Alternative Broadcast Inspection Program (ABIP) through 2024.

Regarding 2024 Membership Dues, the board approved holding the current structure as-is.

Approval was given to a proposed 2024 convention lineup, with agreement to hold the base registration fee at \$225 per SEU and hold 2023 attendee meal prices and Pinnacle Awards entry fees as-is.

Regarding Future Talent, Timm reported on various recent and ongoing initiatives.

Booth thanked everyone for attending and the meeting adjourned at 1:19 p.m.

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# Industry Award Entry Deadlines



## Midwest Broadcast Journalists Association

By January 19:

[MBJA Eric Sevareid Awards](#)



## National Association of Broadcasters

By January 31:

[NAB Crystal Radio Awards](#)



## Radio Television Digital News Association

By February 15:

[RTDNA Edward R. Murrow Awards](#)

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## Scouting Future Talent

The NBA remains active in numerous initiatives to interest high school and college students in broadcasting. Among our 4th quarter highlights:

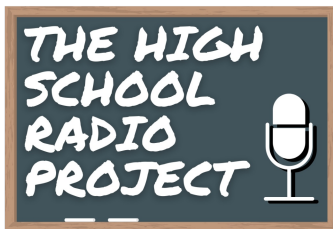
The **Nebraska High School Press Association (NHSPA)** held its Fall Conference at UNL on October 16th. Over 700 students from more than 40 Nebraska high schools attended various workshops to learn more about media and journalism careers. Participating Lincoln NBA members who gave presentations included Red 94.5's **D-Wayne Taylor**, 10/11's **Cole Miller** and **Kevin Sjuts** and KFOR's **Jeff Motz**, along with the NBA's **Jim Timm**.



**Wayne State College** hosted its annual career fair for over 1,000 sophomores who attend northeast Nebraska high schools, with Timm showcasing broadcast career opportunities.



High School Students at Wayne State



The **High School Radio Project** (HSRP) continues to gain momentum with **Creighton Prep** signing on for the 2023-2024 school year alongside our inaugural school, **Millard West**. Other active schools include Westfield Technical Academy in **Massachusetts**, East Kentwood and Thurston in **Michigan**, with Liberty Magnet in **Louisiana** getting ready to launch in January.

Our Future Talent efforts also include expanding the technical knowledge base of current NBA member employees. Over 70 broadcasters from Nebraska, Iowa, Kansas and Missouri participated in our 2nd annual **Regional Engineering Conference** in Kansas City on November 15. Attendee feedback was highly positive and initial discussions on a 2024 session have begun.



Regional Engineering Conference Attendees

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## Hall of Fame Nominations due by January 10

**January 10, 2024** is the deadline to submit new NBA Hall of Fame nominations for consideration for our Class of 2024. Complete details are available [here](#).



If you wish to advocate for someone already in nomination, please contact Jim Timm at [jim@ne-ba.org](mailto:jim@ne-ba.org)



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## Virtual Job Fair January 8 - 12



Hiring? The NBA's next Virtual Job Fair is January 8 - 12. Member stations can post jobs, interact with candidates and expand your outreach program.

**Registration deadline is January 2nd.**

Complete details [here](#).

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

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## 2024 Nebraska EAS RMT Schedule



## Nebraska EAS 2024 RMT Schedule

<u>Month</u>	<u>Date</u> (3rd Tue.)	<u>Central Time</u>	<u>Mountain Time</u>
January	16	10:00 AM	9:00 AM
February	20	11:00 PM	10:00 PM
March	19	10:00 AM	9:00 AM
April	16	11:00 PM	10:00 PM
May	21	10:00 AM	9:00 AM
June	18	11:00 PM	10:00 PM
July	16	10:00 AM	9:00 AM
August	20	11:00 PM	10:00 PM
September	17	10:00 AM	9:00 AM
October	15	11:00 PM	10:00 PM
November	19	10:00 AM	9:00 AM
December	17	11:00 PM	10:00 PM

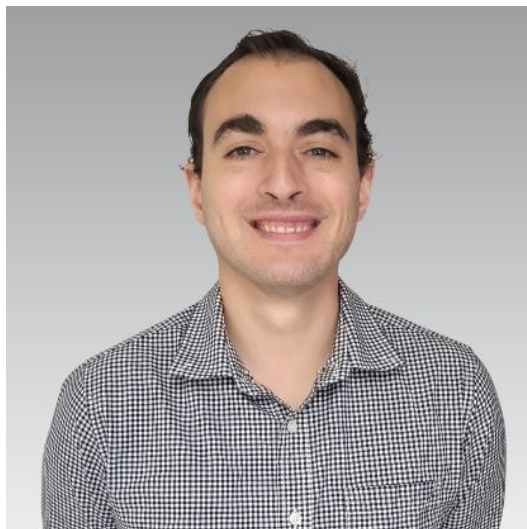
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## Members in the Spotlight

After 43 years in broadcasting – over 37 with Eagle Communications – operations manager **Mike Glesinger** is retiring from KCOW & KAAQ in Alliance at year-end. Sports & news director **Alex Benzegala** picks up much of Mike's responsibilities.



Mike Glesinger



Alex Benzegala

station manager **Dwight Lane** is calling it a career after several decades in Nebraska broadcasting. Filling his shoes beginning in January is **Sid Fessler**, following several years as general manager of KBRY in Broken Bow.



Dwight Lane



Sid Fessler



Down the road in Lincoln, **Mark Leonard** has announced that he will retire as of June 30, 2024 from Nebraska Public Media. Leonard has served as general manager/CEO of the state's public broadcasting network for more than 10 years.



And in retirement news from Omaha, **Vonn Jones** has retired from KETV following a 37-year career at the Hearst ABC affiliate. Jones worked in many roles for the station, serving as news director for the past six-plus years.



**Mark Onwiler** was recently named



The Omaha Mavericks surprised

program director for three of NRG Media's Omaha AM stations. Following several years as station manager of BDP Communications' KNTK in Lincoln, Onwiler now oversees programming on KOZN, KZOT and KOIL.

**Terry Leahy** by recognizing him before a recent hockey game at Baxter Arena. It wasn't just any game; it was Leahy's 1,000<sup>th</sup> career broadcast of Mavs hockey, a run that began 27 years ago. Leahy can also be heard delivering morning news on Omaha's KFAB.



**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](mailto:elizabeth.bernberg@adcellerant.com) for a discovery call and uncover new possibilities.

AdCellerant is a proud partner with the Nebraska Broadcasters Association.

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

## REWIND

### 1963: 60 Years Ago

The NBA board approved the new annual dues structure for the organization. Radio: \$40



plus 4x the highest one-minute rate. Television: \$40 plus 2x the highest one-minute rate.

## 1973: 50 Years Ago

**Lynn Grasz** of **KOLN/KGIN TV** was elected treasurer of the Broadcasters Promotion Association at their recent Cleveland convention.

Broadcast Rep **Harold Soderlund** and **Martha Bohlson** are printing the second edition of the "Martha Bohlson Cookbook." The first edition sold 13,000 copies.

**Gil Poese** reports that **KRBX-FM** is being tested and should be on the air in a few weeks.

The new GM at **KCSR**, Chadron is **Lee Hall** who comes to the station from **KOLT**, where he was news director and sales manager.

## 1983: 40 Years Ago

**Kathy Koepjtka**, **KVSH**, Valentine, says "Most people dream about getting promoted to Washington, DC. At **KVSH**, we dream about getting promoted to **WKRP-Cincinnati**."

**KEFM**, Omaha signs on for the first time. "It's Friday...Oct. 21, 1983...3:22 p.m. Good afternoon...this is **KEFM**, Omaha, Nebraska...operating on a frequency of 96.1 megahertz...and we are looking forward to being your friend on the radio dial...24 hours a day...every day. This is David Dale." The four proud owners of the station are **Joe** and **Emily Baker** and **Bill** and **John Webster**. **Hank Kuhlmann** is sales manager and chief engineer is **Jim Leedham**.

## 1993: 30 Years Ago

Farm broadcaster **Mal Hansen**, **KFAB**, has been inducted into the National Association of Farm Broadcasters (NAFB) Hall of Fame for his lifetime achievements in farm broadcasting.

Governor **Ben Nelson** commended the NBA on coordinating the statewide Governor's Call-In Program, which he said is a valuable asset for the people of Nebraska.

## 2003: 20 Years Ago

The first Soderlund Sales Seminar in 2004 will spotlight RAB and Nebraska's own **Roger Dodson**. This is the second time Roger has been featured in these seminars, the first being in 1999. Subject: "How to Overcome Objections."

JRK Broadcasting is selling **KRGI AM/FM**, **KRGY FM**, and **KMMJ AM** Grand Island and Aroura, to Steckline Communications, Wichita.

People moves: **Lisa Guill** has been upped to OM at **KOLN/KGIN**, replacing **Frank Jonas**, who assumes the GM chair at **WOWT**, Omaha. **Jay Stalder**, OM at **KWBE**, Beatrice is named station manager. **Greg Wells** returns as GM of Three Eagles' Columbus cluster.

## 2013: 10 Years Ago

On November 1<sup>st</sup>, the College of Journalism and Mass Communications hosted a reception for members of the Nebraska Broadcasters Association to thank the NBA for its \$100,000 pledge to the CoJMC which is being used to purchase new equipment for its radio and television studios.

Veteran Broadcaster **Tim Marshall** has been named station manager at **KRVN**, Lexington. He replaces **Dwight Lane** who is taking the station manager's duties at **KTIC AM/FM** in West Point. The moves within the Nebraska Rural Radio Association were announced by GM **Craig Larson**.



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## Sync with the NBA Calendar

### EVENTS, MEETINGS & DEADLINES

**Virtual Job Fair Registration Deadline:** January 2, 2024

**Virtual Job Fair:** January 8 - 12, 2024

**LBS "The Year of the Customer" Webinar:** January 9 - 11, 2024

**Rising Above: A Virtual Sales & Management Summit:** January 24 - 25, 2024

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

### 2024 NBA GOVERNOR'S CALL IN SHOW SCHEDULE

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



*Governor Jim Pillen*

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

- **January 8, 2024**
- **February 12, 2024**
- **March 18, 2024**
- **April 17, 2024**
- **May 20, 2024**
- **June 17, 2024**

Future dates to be announced.

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## In Remembrance



**Jeannie Neidhardt -**

Part owner of Ord's KNLV AM/FM before 17 years as sales manager for new owner

**Roger Ernest Olsen -**

Served as a staff engineer for several years at Omaha's KMTV

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