



THE MODULATOR

Quarterly newsletter of the



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Tick Tick Tick...Watching the Nebraska Legislature debate Tax Reform



At the time of this publication, the Nebraska Legislature is set to readjourn on Tuesday, April 2 to resume its intense debate over how much and what kind of tax reform will be achieved before this session ends (currently scheduled for April 18). Regarding **taxing any form of advertising**, our best outcome would be for any repeal of the current exemption to fail. Should that not happen, we're working to uphold our proposed amendment that would exempt FCC-licensed broadcasters from any new ad tax. Kudos to lobbyists **Korby Gilbertson, Justin Brady** and **Walt Radcliffe** for

their tremendous expertise and effort on our behalf throughout this months-long adventure.

Regarding other issues of potential concern to NBA members, legislation focused on **Artificial Intelligence (AI)** failed to emerge from committee. More work will be done in the interim before modified language is introduced next year. The NBA will remain close to the action, seeking legislation that requires certain disclosures from a message provider and preventing broadcasters from liability when AI-generated political advertising content is not disclosed to stations. We are also watching the final days of this session to see whether any attempt will be made to pass "**Winner Take All.**"

NBA Board Members Advocate on Capitol Hill

NBA board members participated in the annual State Leadership Conference hosted by the National Association of Broadcasters (NAB) in Washington DC on March 4-6. Nearly 600 broadcasters from across America attended the fly-in, which culminates in meetings with our respective federal delegates. Representing our NBA members were **Shannon Booth**, NBA Chairperson and VP/GM for Gray Media Group – Lincoln/Hastings/North Platte; **Jessie Johnson**, NBA Chairperson Elect and GM for Flood Communications – Kearney; **Taylor Walet**, NBA Vice Chairman and Area President for iHeartMedia – Nebraska/Iowa; **Bill Boyer**, NBA Secretary-Treasurer and Market Manager for Nebraska Rural Radio Association – Scottsbluff; **Shawn Oswald**, NBA At Large Director and President/GM of KETV – Omaha and NBA President/Executive Director **Jim Timm**.



Rep. Mike Flood addresses Nebraska Breakfast attendees

Two main issues were discussed in our individual meetings with **Congressmen Don Bacon, Mike Flood, & Adrian Smith** and **Senators Deb Fischer & Pete Ricketts**. The **AM in Every Vehicle Act** would require automakers to continue offering AM radio as standard equipment. As of this writing there is enough support to pass the measure in both the House and the Senate; we are seeking options to get it passed before this Congress adjourns. The **Journalism Competition Preservation Act (JCPA)** would allow broadcasters to negotiate fair compensation from Big Tech for their use of our content. We continue to seek Congressional support for this critical issue.



*Senator Deb Fisher with
NBA Board Members*



*Rep. Mike Flood and
NBA Board Members*



*Senator Pete Ricketts and
our NBA delegation*



*NBA Board Members with
Rep. Adrian Smith*



*Rep. Don Bacon with
NBA Board Members*



*NBA representatives between
meetings on Capitol Hill*

As the aforementioned issues (and others) take shape in the coming weeks and months the NBA will keep you posted and let you know when we need you to take action.



Pinnacle Awards Entry Window Opens April 11

Entries for the 2024 NBA Pinnacle Awards competition will be accepted beginning **Thursday, April 11 and will close at 5pm CDT on Tuesday, April 30, 2024**. A practice window for those new to the "Rock Our Awards" entry portal will be open from **April 1 – 7**.

All entries in the 2024 NBA Pinnacle Awards Radio & TV categories of Best Newscast, Best Sportscast and the TV category of Best Weathercast must have aired on

Wednesday, February 21, 2024.

All other Pinnacle Awards category entries must have first aired/appeared between **April 1, 2023 and March 31, 2024** unless otherwise specified.

New this year - Radio and TV Station of the Year! Criteria for this and all other categories, including a tutorial on the "Rock Our Awards" entry portal, can be found [here](#).

We look forward to seeing which NBA members will be recognized among the best of the best in Nebraska broadcasting on **Wednesday, August 7** during our Annual Convention in Lincoln.

Thank you to our long-standing co-sponsors for supporting this event!



Virtual Job Fair April 8 - 12. 2024



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

Registration deadline is April 1st.

Complete details [here](#):

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

Kent Boughton, Jane Monnich and Dave Webber

to join NBA Hall of Fame

The Nebraska Broadcasters Association will welcome Kent Boughton, Jane Monnich and Dave Webber into the NBA Hall of Fame on the evening of August 6th in Lincoln, during the 89th Annual NBA Convention. Established in 1972, the NBA Hall of Fame will have 118 members with these pending inductees.



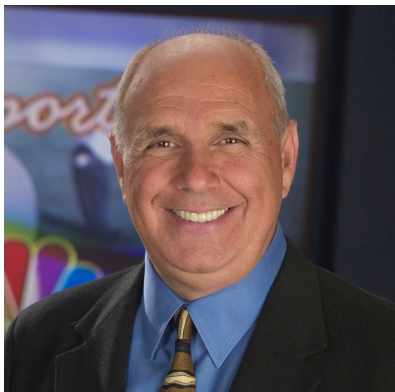
Kent Boughton began his broadcasting career at the age of 15 as a disc jockey at KRGI in Grand Island. After graduating from Brown Institute in 1977, Kent began his television career as sports and weather director at KIFI TV in Idaho Falls before returning to Nebraska in 1979 to become weather director at KHAS TV in Hastings. After 12 years on the air, Kent left broadcasting for a few years to see his kids grow up. He returned to the airwaves in 1999 as chief forecaster at KHGI TV in Kearney, where he became the trusted weather source for central Nebraskans for over 20 years. A defining

moment of Kent's career at KHGI was his live coverage during the June 3, 1980 tornado that devastated the Grand Island area. An avid outdoorsman, Kent pioneered KHGI's "Outdoor Files" segment, featuring local hunting and fishing stories. Since retiring in 2023, Kent has found his way back on the air, currently serving as a part-time forecaster on Lincoln's KLKN TV.



Hired as a news writer for KLIN at Lincoln's Broadcast House in 1972, little did **Jane Monnich** know the Broadcast House would be her professional home for the next 48 years. At a time when women were rarely heard on the air, Jane was soon named KLIN's afternoon news anchor. She moved to morning news in 1973 and in 1976 became KLIN's morning show co-host with Ron Dean, forming Lincoln's first male-female radio show. Jane's passion was always news and over the more than four decades of reporting and anchoring that followed, Jane became known as THE voice of

KLIN news. Jane covered eight Nebraska Governors, 10 Lincoln Mayors, 11 U.S. Senators and countless state and local elected officials. Above and beyond her outstanding radio reporting career, Jane served as coach and mentor to many, inspiring future broadcasters and paving the way for more women to join the radio airwaves. Jane retired from KLIN in 2020.



In a career now exceeding 50 years, **Dave Webber** got his start as a disc jockey on Omaha's KLNG and KFAB before joining KMEG TV in Sioux City as a sports reporter in 1973. Dave returned to Omaha in 1977 as a sports reporter for KMTV before taking the assistant sports director role at Omaha's WOWT TV in 1978. He quickly rose to sports director and over the next 31 years, Dave didn't just read the sports, he went out and *covered* sports including Cornhuskers national championships and bowl games, Creighton NCAA tournament runs, the College World Series, the end of Rosenblatt Stadium, high school sports and

more. While honored with numerous industry and community service awards, Dave selflessly nurtured other sports reporters throughout his career. One of Omaha's most-loved TV personalities, Dave semi-retired in 2009. He remains active with WOWT's high school football coverage and hosts the station's "Omaha Everyday" feature.

Chairperson's Column



Shannon Booth
Gray Media Group, Lincoln

Can you believe it? Here we are, already wrapping up the first quarter of the year!

It's a good time to ponder, are we serving our audiences to the best of our abilities, are we evolving and innovating, did we find and hire the people we said we would and how are we pacing against the budgets?

The measurement of those quandaries can bounce around throughout the year. Maybe we launched a new talk show, but then the producer for the show left. Maybe the sales year started out slow, so we're now focused on making it up. Maybe we lost a major piece of equipment and the fix is draining resources and impacting listeners or viewers. (This, coming from a station GM who's waiting for a new transmitter to arrive.)

We're broadcasters, we're used to the ups and downs that come with this career. The constant – and I think it's why we eagerly report for duty each day – is the “story” of how important our stations are to the communities we serve.

Broadcasters are always “on” thinking about and covering local news, sports and weather. I think about all of the community fundraising and outreach events Nebraska broadcasters collectively executed just in Q1. How about state high school sports tournaments, March Madness and so many wild weather situations.

What do we need to keep all of this going? We certainly need to evolve our business operations. But we also need to protect and grow the revenue from the things that have produced so well.

We need that revenue to invest in the best technology and the best people. That's why we make an advocacy trip or two to Washington, D.C. each year. We share our “story” with lawmakers. We tell them what it takes to keep our shops running. And how big tech – and other issues – continue to threaten all of it.

As mentioned, we completed a highly successful advocacy trip to D.C. earlier this month. And we'll do it again and again, if it means keeping issues facing local journalists and local broadcasters top of mind!

All the best for a progressive and profitable Q2!

Shannon Booth

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



A summary of the NBA Board of Directors winter meeting held at the Cornhusker Bank Community Room in Lincoln on February 21, 2024.

Chairperson **Shannon Booth** called the meeting to order at 8:32 a.m. and recited our Antitrust policy.

Following Hall of Fame advocate presentations, the board's discussion resulted in **Kent Boughton**, **Jane Monnich** and **Dave Webber** being elected for induction as our class of 2024.

Minutes from the November 8, 2023 meeting were approved.

Financial reports for October, November and December 2023 were approved as presented by Secretary-Treasurer **Bill Boyer**.

President/Executive Director **Jim Timm** reported on federal legislative & regulatory concerns. Lobbyist **Korby Gilbertson** of Radcliffe Gilbertson & Brady joined the meeting electronically with an update on state legislative matters.

Regarding Member Services, Timm reported that the EEO Scholarship program is nearing completion for 2024 and that participation notices for 2025-2026 will be emailed later this year.

Approval was given to add "Station of the Year" as a Pinnacle Awards category beginning in 2024.

A "Leadership Master Class" recommended by the Alabama Broadcasters Association led to a request for Timm to outline how such a program could be offered to NBA members in 2025.

Booth thanked everyone for attending and the meeting adjourned at 1:00 p.m.

Hauge & Johnsen Awarded NBA EEO Scholarships

Congratulations to **Hayden Hauge** and **Harmon Johnsen**, recipients of our two, \$2,000.00 NBA EEO Scholarships for 2024. Both students attend the College of Journalism and Mass Communications at the University of Nebraska – Lincoln.

Hauge is pursuing a dual major in Broadcasting and Journalism. Following her anticipated graduation in May of 2026, Hauge aspires to ultimately become a television director/producer, using her storytelling skills to captivate audiences globally.

Johnsen is pursuing a major in Sports Media and Communications. Following his anticipated graduation in May of 2027, Johnsen aspires to ultimately become a sports broadcaster doing play-by-play for a Major League Baseball team.

This unique scholarship program is supported by participating NBA member Station Employment Units (SEUs), who fund and promote the program, and then review and score the qualified applications. All SEU scores are then averaged, with the top two scoring applicants each awarded a scholarship.



Hayden Hauge



Harmon Johnsen

NBA Sponsors UNK High School Media Camp



2024 marks the 8th year of NBA support for the **Digital Expressions Media Camp**, set for June 9 – 13 at the University of Nebraska - Kearney.

This event gives high school students invaluable hands-on learning with radio, television, digital and more over five days. Registration is limited to 20 students, from incoming freshmen through graduating seniors ready for college in the fall.

NBAF Awards High School Senior Scholarships

The Nebraska Broadcasters Association Foundation (NBAF) is awarding \$1,000.00 scholarships to four Nebraska high school seniors with plans to earn a broadcasting-related degree and aspirations to work in broadcasting. Applications were reviewed by a panel of NBA board members, resulting in the following students earning a scholarship:



Mitchell Brandt, Kearney High School. Mitchell will attend the University of Nebraska – Lincoln to pursue a degree in Broadcasting and Sports Media.



Hudson Carrico, Papillion La Vista High School. Hudson will attend the University of Nebraska – Lincoln to pursue a major in Meteorology with a minor in Broadcast Media.



Tucker Knauss, Lexington High School. Tucker will attend the University of Nebraska – Lincoln to pursue a degree in Electrical Engineering.

Cassie Schlautman, Lincoln Pius X High School. Cassie will attend Wayne State College to pursue a degree in Journalism and Film Production.

NBA Board Chairperson Shannon Booth, Vice President/General Manager of the Gray Media Group TV stations in Lincoln, Hastings and Grand Island, said: "These students are the future! We're proud to acknowledge and reward their interest in our industry. Supporting students through scholarships is one way we live out the NBA mission of building the next generation of broadcasters. Radio and TV stations in Nebraska will always be looking for good, local talent and educating these students is key. On behalf of the NBA Board of Directors, we say congratulations and well done!"

Media Law Seminar April 11 - 12 in Kansas City



NBA Legal Line counsel **Max Kautsch** encourages members to attend the [Media Law Seminar](#) on April 11-12 in Kansas City.

Ashley Judd will be the keynote speaker, discussing privacy issues stemming from intense public interest in the circumstances surrounding the death of a celebrity, specifically, Ashley's mother Naomi.

Other speakers include **Lauren Chooljian** of New Hampshire Public Radio and **Eric Meyer** of the Marion County Record discussing their recent experiences with harassment for doing their jobs, both state-sponsored and otherwise.

Save the Date



Save the Date!
NBA Annual Convention
August 6 & 7, 2024
Embassy Suites - Lincoln
Registration opens in June!

Members in the Spotlight



Alpha Media's **KFOR** (1240 AM, 101.5 FM) is celebrating 100 years on the air in Lincoln. [Click here](#) for an extensive photo gallery from throughout the station's history.



The NAB will announce their annual Crystal Radio Award winners on April 16 in Las Vegas. Among the finalists once again is iHeartMedia - Omaha's **KXKT**, "KAT 103.7 FM."



Legendary WOWT TV investigative reporter **Mike McKnight** will be honored as the Omaha Press Club's 177th "Face on the Barroom Floor" during a roast and celebration on May 4.



After nearly 30 years of selling advertising for Omaha radio stations including KEZO, KKCD, KQCH, KSRZ and their various owners over the years, **Dina Kaluza** is retiring from SummitMedia as of March 29.



Performance and Profitability in the Digital Space

At AdCellerant, we understand that healthy digital selling isn't just about closing deals—it's about fostering meaningful relationships, delivering tangible value, and driving sustainable growth...for your clients as well as for your station. In today's competitive landscape, the convergence of performance and profitability is more critical than ever. Here's how we empower our partners to achieve success:

1. Building Trust Through Transparency:

We believe in transparency as the cornerstone of healthy digital selling. By providing clear insights into campaign performance, audience engagement, and ROI metrics, we empower our partners to make informed decisions and build trust with their clients.

2. Customized Solutions for Maximum Impact:

No two clients are alike, which is why we tailor our solutions to address each partner's unique objectives, challenges, and target audience. By leveraging our advanced targeting capabilities and innovative technologies, we ensure that every campaign delivers maximum impact and value.

3. Data-Driven Decision Making:

In the digital realm, data is king. We arm our partners with comprehensive analytics and real-time reporting tools to track campaign performance, identify trends, and optimize strategies on the fly. By harnessing the power of data, we enable our partners to drive results that speak for themselves.

4. Aligning Performance with Profitability:

Performance and profitability are intrinsically linked. By focusing on driving tangible outcomes such as increased leads, conversions, and revenue generation, we help our partners achieve sustainable growth and long-term profitability. Our success is measured by the success of our partners.

5. Continuous Improvement and Innovation:

The digital landscape is constantly evolving, and so are we. Through ongoing research, innovation, and experimentation, we stay ahead of the curve, offering our partners access to the latest tools, technologies, and strategies to stay competitive and drive innovation.

[Check out](#) our recent webinar we hosted with the NBA on this very topic!

Let's Connect and Elevate Your Digital Sales Journey. Interested in learning more? Reach out to Sr. Director of Business Development, Elizabeth Bernberg, at elizabeth.bernberg@adcellerant.com to schedule a demo.

Transactions

Pending FCC approval, **Marquee Broadcasting** will assume ownership of Gray Media Group's **KNEP** and **KSTF TV** in Scottsbluff, in exchange for a CP in Utah.



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

REWIND

1964: 60 Years Ago

Fall 1963 Convention Report from NBA Treasurer **Dick Chapin**

Receipts

Pre-Registration \$714.75
Convention Reg. \$344.50
TOTAL = \$1,059.25

Expenses

Convention Flowers \$15.00
Convention Secretary \$20.00
Hotel Room Expense \$51.67
Hotel Meal Expense \$859.95
TOTAL = \$946.62

CONVENTION **PROFIT** = \$112.63!!!!

1974: 50 Years Ago

KOIL, Omaha is celebrating its 20th anniversary with a \$100,000 cash-and-car giveaway. Winners must answer the phone by saying "Love That KOIL" or by displaying a "Love That KOIL" bumper sticker.

Nebraska's radio station count reached 70 in 1973. The number was 49 AM and 21 FM stations, according to "Dimensions of Radio," an annual booklet published by the NAB. 17 of the FM's broadcast in stereo.

1984: 40 Years Ago

Two NBA members received awards at the eighth annual Governor's Travel Industry Conference in Scottsbluff. **KAMI** radio of Cozad was cited for its "Mary Jane Show" which spotlighted Nebraska attractions for residents and travelers passing through the area. **KOLN/KGIN TV** was cited for "Prairie Pioneer", "Discover Nebraska", and other program segments that highlighted tourism events and attractions.

Competitors Unite. Omaha's three commercial TV stations are cooperating to make television history. **KETV (ABC)**, **WOWT (CBS)** and **KMTV (NBC)** are preparing a documentary highlighting 35 years of TV in Omaha. It will be a one-time event, partially taped and partially live, presented at Omaha's Orpheum Theatre Aug. 22. Tickets will be sold to the general public and the show will not be televised.

1994: 30 Years Ago

Congressman **Doug Bereuter** suggested a visit to a TV station to look at the operation and get better insight into what TV does to support the community. **Gary Nielsen** promptly offered an invitation to visit KETV and other Omaha stations in the near future. Bereuter said he feels radio and newspapers have treated him "better than I deserve;" however, in the last 14 months, he "has been offered only two and one-half minutes every two weeks by TV."

2004: 20 Years Ago

The NBA board has approved the establishment of a "Legal Hotline" which will be administered through the law offices of Cline Williams, Johnson & Oldfather LLC, the same firm that represents Media of Nebraska. The goal of the hotline is to provide prompt accurate and legal advice on issues related to news coverage and advertising. **Shawn Renner**, attorney with Cline Williams, said that the firm has experience in most issues including access issues as in open meeting and public records law, and access to court and legislative documents. Other items include libel and slander concerns and copyright and trademark issues.

Broadcast veteran **Ken Fearnow** has been named General Manager of Waitt Radio's Omaha cluster replacing **Mike Payne**, VP and General Manager since 2001.

Pappas Telecasting has announced **Dale R. (Randy) Oswald** as VP/Midwest Group Manager, reporting to **Howard Schrier**, Senior VP & COO of Pappas Telecasting's TV Station Group. Additionally, Oswald will serve as General Manager of **KPTM/KXVO**.

2014: 10 Years Ago

Veteran broadcaster **Dallas Nau** has been named Market Manager of the five-station group of KQKY-FM, KRNY-FM, KROR-FM, KSYZ-FM, and KGFV-AM for NRG Media in the Tri-Cities metro area of Kearney, Grand Island and Hastings. Nau spent the past decade at NTV in Nebraska serving in multiple capacities, most recently as the company's General Sales Manager for KHGI-TV (ABC) and KFVL-TV (FOX).

Steve and Sue Seline are buying three stations from R & R Broadcasting, and the territory is certainly familiar to Steve Seline. He's the former head of Waitt Media, which was the launching pad for the Waitt family and their Gateway Computers. Steve is also the president of Walnut Private Equity Partners. The Selines are doing business as **Walnut Radio LLC**, and here are the stations they'll soon begin LMA-ing: country **KBLR** Blair, **KFMT** Fremont, and Fremont-licensed 1340 AM, **KHUB**.

EVENTS, MEETINGS & DEADLINES

LUC Nebraska May 14, 2024 Primary Window Begins: March 30, 2024

Virtual Job Fair Registration Deadline: April 1, 2024

Pinnacle Awards Practice Entry Window Open: April 1 - 7, 2024

Virtual Job Fair: April 8 - 12, 2024

Maximizing Your Political Advertising Budget Webinar: April 24, 2024, 11 AM CST

Pinnacle Awards Live Entry Window Open: April 11 - 5:00 PM CDT April 30, 2024

LUC Iowa June 4, 2024 Primary Window Begins

Pinnacle Awards Entry Window Closes: 5 PM CDT April 30, 2024

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

NBA Hall of Fame Banquet: August 6, 2024

Pinnacle Awards Banquet: August 7, 2024

LUC General Election November 5, 2024 Window Begins

2024 GOVERNOR PILLEN 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:

- **April 15, 2024**
- **May 20, 2024**
- **June 17, 2024**
- **July 8, 2024**
- **August 19, 2024**
- **September 23, 2024**
- **October 21, 2024**
- **November 25, 2024**
- **December 16, 2024**

2025 dates to be announced.

In Remembrance

Barbara Croft -
continuity director for Omaha's KETV and later
KMEQ in the 1960's

Thomas Devaney -



EVP of Star Stations Radio, which included Omaha's KOIL

Donna Mazzie -
announcer on Omaha's WOW TV in the 1950's

Fred Monnich -
longtime account executive for NRG Media's Broadcast House in Lincoln

Jim Snyder -
known as "Lonesome Rhodes" on Omaha's KQKQ and later on Boomer Radio

Chuck Urban -
veteran multi-market DJ, retired from Omaha's "Magic 590" (KOMJ) in 2005

Ed Zachary -
GM at Omaha's WOWT TV in the 1980's, NBA Board Chairman in 1986

[Visit our Website](#)

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