Join Us in Celebrating 90 Years of Nebraska Broadcasting!

Registration is now open for the 2024 NBA Annual Convention at the Embassy Suites in Lincoln. Hear from leading industry trainers to make an immediate impact on your personal and company performance. Banquets include Tuesday's Hall of Fame, and Wednesdays's Keynote Luncheon and Pinnacle Awards. Expand your network at the popular Networking Lounge on following Wednesday's afternoon sessions.

$225 per SEU for unlimited seats at all training sessions. Meal functions are priced per-person. **Early Bird pricing expires after July 22nd!** Hotel rooms at our special group rate price are close to selling out, so book early to ensure best price!
Nebraska Legislature Update

It’s official: A special session will begin on July 25th with the “property tax crisis” the focal point. “Winner Take All” was listed by Governor Pillen as an item on which he is awaiting “a signal that support exists within the Legislature to justify a special session” to address it. The NBA board and our lobbying team of Korby Gilbertson, Justin Brady and Walt Radcliffe remain in close contact as we monitor the potential return of a push for an advertising tax and “Winner Take All.” We will keep you posted as details emerge.

Federal Legislature & Regulatory Update

In Congress, the AM in Every Vehicle Act and Journalism Competition Preservation Act (JCPA) remain top priorities for the National Association of Broadcasters (NAB) government relations team. The AM bill has enough votes to pass. Both bills likely need to hook onto some other larger, must-pass legislation if they’re going to move in these remaining months of a “lame duck” session.

Your 2024 FCC Regulatory Fees should decrease for the second consecutive year. The NBA, in a joint effort with NASBA (National Alliance of State Broadcast Associations) and the leadership of NASBA counsel Scott Flick and Lauren Lynch Flick have put forth significant effort in recent years to persuade the FCC to reduce the FCC’s disproportionate reliance on broadcasters’ reg fees."

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

Virtual Job Fair July 29 - August 2, 2024

Hiring? The NBA’s next Virtual Job Fair is July 29 - August 2. Member stations can post jobs, interact with candidates and expand your outreach program.

Registration deadline is July 22.

Complete details here:

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

Chairperson's Column

I look forward to seeing many of you at the Nebraska Broadcasters Convention in August. This first-class event is planned annually for our NBA member stations. It provides a terrific opportunity to grow, to be inspired and to honor current
PASSIONATE: day in and day out we’re passionate about the service we provide to our communities. Broadcasters care deeply about their work and will do whatever needs to be done – days, nights and weekends – for our listeners, viewers and users.

PERSISTENT: our news, sports and weather teams will push to get the story or coverage right. And broadcasters can often be found advocating for the industry as a whole. Whether in Washington, D.C. or here at home, it’s important that our collective voices be heard.

PROUD: we all have much to be proud of! The work we do for local audiences and local advertisers is vital. Local journalism has stood the test of time and “local” isn’t going anywhere. We’re proud of our past, proud of our current efforts and we’re here to stay.

I’m so glad to be teaming-up with so many of you for the good of our industry and our state. Stay Strong, Nebraska Broadcasters.

Here’s wishing you, your families and your stations all the best for a wonderful and prosperous summer season!

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

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**Board Briefs**

A summary of the NBA Board of Directors spring meeting held electronically on May 16, 2024.

Chairperson Shannon Booth called the meeting to order at 10:02 a.m. and recited our Antitrust policy.

Minutes from the February 21, 2024 meeting were approved.
Financial reports for January, February and March 2024 were approved as presented by Secretary-Treasurer Bill Boyer.

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

Regarding Member Services, a motion was approved to expand the EEO Scholarship program beginning in 2025 to award three scholarships and to add community college students as eligible applicants.

A motion was approved to host a “Leadership Master Class” in Kearney for NBA members in April of 2025. A separate motion was approved to begin NBA participation in the MIW (Mentoring & Inspiring Women in Radio) program.

Booth thanked everyone for attending and the meeting adjourned at 11:59 a.m.
New AM Radio Spots for NAB

NAB has created new spots and talking points that will enhance our AM radio legislative strategy.

The NBA encourages all members (both NAB members and non-members) to run them as often as possible between now and Labor Day. These spots convey a sense of urgency that the time for Congress to act is now. They send listeners to a platform that allows them to urge their legislators to reach out to House and Senate leadership requesting a vote.

While fully produced spots are available, we encourage stations to record the scripts using your on-air personalities and to have them discuss the importance of this issue during their shows.

All messaging should cease after 9/2/24.

NBA Connects with Future Broadcasters

Digital Expressions Media Camp at UNK

16 high school students interested in broadcasting enjoyed five days of hands-on learning at the Digital Expressions Media Camp at University of Nebraska – Kearney in mid-June. In this 9th year of the camp which the NBA has proudly supported from the start, students hosted radio shows on KLPR throughout the week, worked on video news packages and photo layouts. Students also sat in on radio shows at NRG Media in Kearney and watched the 5pm and 6pm newscasts from NTV in Axtell. UNK alum Grace McDonald of KOLN/KGIN joined the group remotely to share her experiences. The NBA thanks Jacob Rosdail and Ford Clark for organizing another tremendous camp.

OM Mark Reid with campers at NRG Media  On the NTV set with anchor Colleen Williams

High School Media Conference at UNO

Over 100 metro Omaha high school students participated in the Annual High School Media Conference at University of Nebraska – Omaha on April 5. Omaha-area NBA members Sean Everson (KETV), Mike McKnight (WOWT), Todd Murphy (Truescope) and Josh Peterson (KOZN) volunteered their time to share their expertise and career guidance in various breakout sessions during the event. The NBA is proud to be a long-time sponsor of this event and thanks Andrew Stem for pulling it all together.
NBA/OPC Scholarship Winner

Samantha Pastorino was honored with the NBA Omaha Press Club (OPC) scholarship at the OPC Foundation’s Annual Awards Ceremony for distinguished journalism scholars on April 20. The UNO senior will graduate in December, majoring in journalism and media communication with a concentration in emerging media and a minor in communications studies. Samantha has also served as an intern and part-time employee at KETV.

Severe T-Storm Topples Scottsbluff Tower, Cuts Power

A severe thunderstorm struck western Nebraska on June 20th, bringing tornadoes and 100 mile per hour straight-line winds. The Nebraska Rural Radio Association's four FM stations and two FM translators in Scottsbluff had no power at their tower site south of Mitchell for four days, causing them to operate on auxiliary sites. The winds also caused the
280-foot tower site on the west edge of Scottsbluff that formerly housed KOLT-AM and KHYY-FM to collapse. That site had not been used by NRRA since a fire destroyed the transmitter building back in August of 2022.

Save the Date

Save the Date!
2025 NBA Annual Convention
August 12 & 13, 2025
Embassy Suites - LaVista

Members in the Spotlight

Following 36 years in radio – 23 of them in Omaha (six with Journal Broadcast Group 1989-1996, the last 17 with iHeartMedia) – Taylor Walet has resigned from iHeart effective July 1 to become managing partner of Gingerich Structures. Based in Missouri Valley, IA, Taylor will lead the company’s 9-state operations. The NBA thanks Taylor for his work as a past NBA board Chairman and for his avid support of NBA initiatives. Best wishes, Taylor!

Walet

Recently retired KETV news director Vonn Jones was among the broadcasters inducted into the Omaha Press Club’s Journalists of Excellence Hall of Fame on June 8. Also inducted were Marcia Cady (KMTV, WOWT) and Roger Prai (KMTV). Ray Metoyer (WOWT) was inducted posthumously.
Staff and listeners at KBRY

June 5th marked the 10-Year Anniversary of KBRY FM's (KBEAR 92.3) sign on in Broken Bow. The Nebraska Rural Radio Association celebrated the occasion with a free community "Meat & Greet" hamburger grill-out at the station. NRRA CEO Tim Marshall was in attendance along with original owner Mark Jensen of Mid Nebraska Broadcasting. Read more about KBRY’s origin in the “Rewind” feature of this issue.

Omaha was in the spotlight at the June 4 “Celebration of Service to America Awards” gala in Washington, DC., recognizing outstanding community service. KETV was honored by the National Association of Broadcasters Leadership Foundation (NABLF) with their medium market TV award for “Voices of Gen Z: The 2023 KETV Teen Summit.” The NABLF also honored Mutual of Omaha with their Corporate Leadership Award.

An abundance of awards were recently bestowed on several NBA members. KETV and Nebraska Public Media received Regional Edward R. Murrow Awards from the RTDNA (Radio Television Digital News Association). Nebraska stations compete in “Region 5” which also includes Iowa, Kansas and Missouri.

Future broadcasters from UNL and UNO shone brightly at the Midwest Broadcast
Journalists Association (MBJA) April conference in Minneapolis, combining to bring home a few dozen Eric Sevareid Awards.

Transactions

The FCC’s Media Bureau has approved Marquee Broadcasting’s acquisition of KNEP & KSTF TV (Scottsbluff) from Gray Media Group, Inc. The deal is expected to close on July 1.

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

REWIND

1964: 60 Years Ago

The new studios of KOGA, Ogallala are finished and up and running. Station owner Newell Eastman is proud as punch of his new facility and invites all Broadcasters to stop around for the grand tour when in the Ogallala area.

1974: 50 Years Ago

Nebraska broadcasters responded to the call of NBA by writing to Senators Hruska and Curtis in opposition to S1361, the copyright bill. The bill compels broadcasters to pay performers and record manufacturers 2% of their revenue for the use of their records. Tom Barsanti, PD of WOW Radio, said that the new tax “neglects to mention the astronomical sums the performers get for personal appearances, possible only after their record receives heavy airplay.” These per-night asking prices were actually quoted to WOW: Elvis Presley, $100k; Tom Jones, $35k; Diana Ross & The Jackson Five, $20k each; John Denver, Helen Reddy & Stevie Wonder, $15k each; The Temptations & War, $12,500 each and Chuck Berry, $10k.

1984: 40 Years Ago

Baseball salute to NBA. NBA members in the Lincoln-Omaha area received 549 tickets to an Omaha Royals-Denver Bears seven-inning doubleheader May 12. Between professional games, a radio softball team won a 4-0 victory against a television team. Royals General Manager Bill Gorman said the “Salute to Broadcasters” Night was a thank you for good radio-TV coverage in the Omaha area.

1994: 30 Years Ago

During a Young Life Golf Marathon on behalf of the Norfolk Young Life Christian outreach to high schoolers, each of several golfers solicited “per hole” pledges. NBA President and WJAG GM Robb Thomas finished the 100 holes (7 am - 9 pm) with a 414 total! Over $6,000 was raised among the five golfers.
2004: 20 Years Ago

Past NBA Chairman Dwight Lane has accepted the position of morning show host and PD at KLIN AM in Lincoln. He leaves KEFM, Omaha just shy of 19 years at the station, having joined the station in 1985.

Radio Station KFOR Lincoln, was presented with the coveted Crystal Award, Medium Market division, at the NAB Convention in Las Vegas in April. The Crystal is given to stations who exemplify public service in their community. Congratulations to OM Coby Mack, and the entire KFOR staff for receiving this, their second prestigious Crystal Award!

2014: 10 Years Ago

In a press release dated April 9, 2014, NBA Chairman Craig Eckert announced the appointment of Jim Timm as the new President and Executive Director of the Nebraska Broadcasters Association. Timm is replacing 12-year NBA President Marty Riemenschneider, who is retiring at the end of this year.

Jack Payne was given the 2014 Broadcast Pioneer Award at the College of Journalism and Mass Communications J Days Awards luncheon held on April 25th at the Wicks Alumni Center at the University of Nebraska-Lincoln.

On Thursday, June 5, a brand-new radio station signed on to serve Broken Bow, Custer County and a large listening area in Central Nebraska. Owner and former NBA Chair, Mark Jensen is the proud operator of KBRY FM, 92.3 FM, called K-BEAR. The station signed on at 1pm, when Nebraska Governor Dave Heineman threw the switch to fire up the station. He spoke of the commitment to serving the Central Nebraska area, as KBRY FM is the last Class C (100,000 watts) FM station to sign on in Nebraska.

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Sync with the NBA Calendar

**EVENTS, MEETINGS & DEADLINES**

Virtual Job Fair Registration Deadline: July 22, 2024

Last Day for 2024 NBA Convention Early Bird Registration: July 22, 2024

Final Day to Register for 2024 NBA Convention: July 29, 2024

Virtual Job Fair: July 29 - August 2, 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 Window Begins: November 5, 2024

NBA Leadership Master Class (Kearney): April 13 - 15, 2025

2025 NBA Annual Convention (LaVista): August 12 & 13, 2025

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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:

- 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

Patrick Gottsch -
Founded Rural Media Group, Inc. parent company of RFD-TV & Rural Radio 147.

America Olivo -
Known as “La China,” morning show co-host on Flood Communications’ KBBX FM, Omaha.

Harry Pappas -
Co-founded Pappas Telecasting which owned TV stations in Kearney and Omaha.

Larry Rice -
40-year owner/GM of KBRB AM & FM in Ainsworth, NBA Hall of Fame member & 1990 NBA President.