



THE MODULATOR

Quarterly newsletter of the



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Legislative & Regulatory Updates



Nebraska Legislature Update

While **Winner Take All** appears to be off the table ahead of our November 5 general election, we fully expect it to return in some form when the Nebraska Legislature convenes in January. Same goes for another attempt to impose an **Ad Tax**. At the request of **Senator John Cavanaugh**, NBA president/executive director **Jim Timm** recently provided testimony for his interim study on the use of **AI in Political Advertisements**. With the guidance of our lobbyists at **Radcliffe Gilbertson & Brady**, the NBA board continues to strategize and take action in the interest of protecting and supporting our valued members.



Federal Legislature & Regulatory Update

The good news is the “**AM For Every Vehicle Act**” advanced from the House Energy & Commerce Committee on a 45-2 vote. It has more than enough support in both chambers to pass; the question now is what is the best way to get it passed and the **NAB Government Relations team** remains highly focused on it. In other good news, despite the FCC’s initial errors in calculating 2024 **Regulatory Fees**, most broadcasters across the country have seen a decrease in said fees in two consecutive years. In not so-good news, the FCC continues to plow ahead with plans to make broadcasters responsible for disclosing whether **AI was used in the creation of political ads**. The pitfalls of their proposal are too numerous to mention in this space. On a somewhat related note, the NBA joined all other state broadcast associations in supporting the “**No Fakes Act**,” an effort to protect the voice and likeness of all individuals from unauthorized, computer-generated recreations from generative AI and other technologies. The NBA continues to work with NASBA and the NAB on these issues and will keep you informed.

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

Thank you for Supporting our Annual Convention!

Over 500 people attended our 2024 NBA Annual Convention on August 6 & 7 at the Embassy Suites in Lincoln.

As we acknowledged the NBA’s 90 years of supporting our

members, including members from multiple station departments took part in our various sessions led by industry experts in sales, news, programming, engineering and management. The NBA Hall of Fame welcomed **Kent Boughton, Jane Monnich** and **Dave Webber**. Keynote Luncheon attendees saw the Huskers Radio Network's **Greg Sharpe** accept our NBA Chairman's Award followed by some straight talk from Huskers AD **Troy Dannen**. Dozens of NBA members were recognized for broadcasting excellence during our Pinnacle Awards banquet.



Your continued strong support is what keeps this event going strong. THANK YOU for participating! We look forward to seeing you on August 12 & 13, 2025, at the Embassy Suites in La Vista.



Kent Boughton



Jane Monnich



Dave Webber



Greg & Amy Sharpe



Troy Dannen



Shannon Booth

Meet Your Chairperson of the NBA Board



Jessie Johnson
Flood Communications, Kearney

Get to know **Jessie Johnson**, our new Chairperson of the NBA Board of Directors.

My current role is best summed up as: General Manager of Flood Communications Kearney Office - The Vibe and ESPN, as well as the Vice President of News Channel Nebraska - Tri-Cities.

First job in broadcasting: "Coyote Country" in McCook, Nebraska working for two of the greatest mentors of all time in Jay and Eileen Austin, Spring of 2000.

Best career advice I've ever received: Broadcasting should be fun; when you stop having fun you are doing something wrong.

Why I love what I do: Music is good for the soul, and to be part of making someone sing along or dance is a great feeling. Helping businesses grow in our smaller

communities. High School Sports broadcasts...the heartbeat of our cornfields here in central Nebraska...is hearing about your team on the radio and the businesses that support them is one of the coolest things we do in broadcasting.

One thing I'd like to change about this business: I want to make everyone understand today and, in the future, how great of a role this industry plays in everything we do in our lives and how important we are in the car, the homes, and on the go!! When information needs to get to you fast it is through our voices. That is important in our world now and forever!

Why young people should get into broadcasting: Broadcasting in any capacity in my opinion teaches so many things that we will use in our everyday lives. Being a part of an industry that challenges us to be creative, tap onto our emotions and intellect every single day all while maybe reaching the financial level you desire to have in the life you chose.

My family: I am a mom of 4, with 3 boys and 1 girl. Being a single mom to the oldest 2 (Dakota-31 and Nikita-29) I knew I had the perfect little family, to which God laughed and I met my husband (Josh) and God blessed us with 2 of the most wonderful boys (Mason-17 and Grayson-15). I enjoy spending as much time with my kids as possible as it goes by so fast. I somehow seem to be raising some of the absolute greatest humans I have ever met, and for that I am truly grateful.

I enjoy serving on the NBA board because: This industry and the people who I have had the opportunity to work with and learn from has honestly changed my life. If I can help one other person find the same success as I was fortunate enough to find, it will be right here on the NBA Board. I get to work side by side every day with a group of the best of the best in the state, watching all of us learn and grow our industry to be better and better. This leaves me in awe and I am truly blessed to even be a part of it.

Chairperson's Column

As summer turns to fall in Nebraska, the transformation of the landscape signals more than just a change in weather—it is the beginning of the highly anticipated football season. The shift from the sweltering heat of summer and lake life to Friday night Lights...is accompanied by excitement, particularly in a state where football is more than a sport; it's a cherished tradition.

For many Nebraskans, fall football is a sacred ritual. The local high schools and the University of Nebraska Cornhuskers take center stage, drawing fans from all walks of life to stadiums across the state. Friday nights are transformed into community events where the high school games become social gatherings. This transition from summer fun...to fall football is a deeply ingrained tradition, reflecting the state's passion for the game. There IS NO place like Nebraska!

Radio and TV stations across the state halt the music and regularly scheduled programming to key the big booming voices of sports announcers...as we hope to hear our kid's name or a name we know...the small-town Nebraska kid that snaps the ball on the Husker field. For fans, the arrival of fall signifies more than just the start of football; it's a time to reconnect with friends and family, share in the collective joy of the sport, and partake in long-standing traditions. Tailgating, game-day rituals, and spirited cheers become the norm as communities rally behind their teams with unwavering support. In essence, the transition from summer to fall in Nebraska is a celebration of the start of a new football season. It is a time when the changing seasons mirror the excitement and anticipation of the games to come.

As broadcasters we know just how extremely important all of this is. As we enjoy the Friday night lights as we send them across the airwaves and football fills the hearts of Nebraskans, we know and understand that when you can't be in the stands - we will be there for you - in the combine, in the fields, in the living room at your family farm, and around the world. We deliver the timeless allure of a sport deeply woven into the fabric of

the state's culture. So listen with us, watch with us...we are Broadcasters and we will always be here for you. GO BIG RED!!!



Jessie Johnson
Chairperson of the Board 2024-2025
Nebraska Broadcasters Association

Board Briefs



A summary of the NBA Board of Directors summer meeting held on August 6, 2024 at Embassy Suites - Lincoln.

Chairperson **Shannon Booth** called the meeting to order at 9:01 a.m. and recited our Antitrust policy. Minutes from the May 16, 2024 meeting were approved.

Financial reports for April, May and June 2024 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 provided an update on state legislative matters.

Regarding training opportunities, Timm said a regional engineer training conference in Kansas City is in discussion for next year and that a Kearney venue has been secured for the NBA "Leadership Master Class" to be held in April.

Shawn Oswald was unanimously approved as Secretary-Treasurer for 2024-2025. Booth thanked **Dennis Brown** for his many years of service as a director and Past Chairman, and Timm thanked Booth for her outstanding leadership during her term as Chairperson.

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

Justin Fluke Joins NBA Board of Directors

Justin Fluke, owner and general manager of KLZA & KTNC in Falls City, has been appointed to the NBA Board of Directors for a three-year At Large Director term, filling the vacancy created by the departure of Kate Maguire from SummitMedia-Omaha. Fluke also owns stations in Hiawatha, Kansas and serves on the board of the Kansas Association of Broadcasters.



NBA Joins MIW Mentorship Program



The NBA is pleased to be partnering with MIW ([Mentoring and Inspiring Women in Radio](#)) to offer a unique, cost-free opportunity where one NBA member mentee will be matched with a mentor from a different NBA member parent company...to assist the mentee in realizing their goal of rising through the ranks to become a senior radio manager. In this first year of the

program for the NBA, **Maria Hansen**, Promotions Director for NRG Media in Lincoln, will be mentored by **Jessie Johnson**, General Manager for Flood Communications' KKPR & KXPN in Kearney. The NBA expects this to be a successful program that can be continued in future years.



Maria Hansen



Jessie Johnson

Scholarships, Scholarships and more Scholarships!

The NBA Foundation continues to offer several scholarship programs to support the education of potential future broadcasters. Here's a quick rundown:

NBA College Scholarships: Students must apply **by October 31** for scholarships of \$5,000, \$3,500 or \$2,500.

High School Senior Scholarships: Students must apply between **December 31 – January 31** for \$1,000 scholarships.

EEO Scholarship Program: NBA members who wish to participate in this program in 2025 & 2026 should contact jim@ne-ba.org by **October 4**. This program has been enhanced by adding community college student eligibility along with a 3rd \$2,000 scholarship. Students must apply between **January 1 – March 1**.



Scholarship Donations Welcome!

So how do all of these scholarships get paid for? Donations, of course! The NBA thanks board member **Dallas Nau** (NRG Media – Central Nebraska) and his wife **Anne** for their recent \$1,000 donation to the NBA Foundation **Chairman's Club**. Donations of any amount are welcome and can be made by credit card or check.

Virtual Job Fair October 7 - 11, 2024



Hiring? The NBA's next Virtual Job Fair is October 7 - 11. Member stations can post jobs, interact with candidates and expand your outreach program.

Registration deadline is September 30.

Complete details [here](#):

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

2025 Hall of Fame Nominations



Nominations for the NBA Hall of Fame class of 2025 must be submitted by **January 13, 2025**. Please visit our [Hall of Fame website](#) for more details. If you wish to advocate for someone already in nomination please contact jim@ne-ba.org.

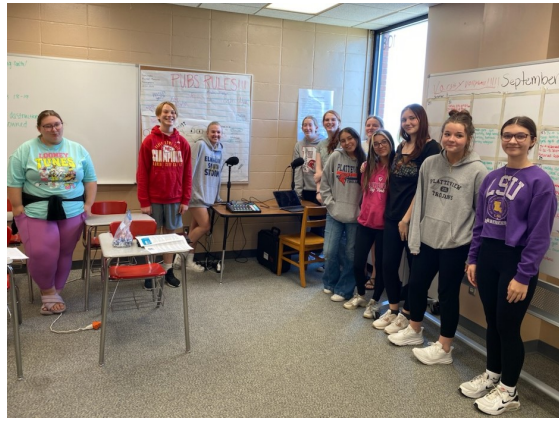
Students "On The Air" with High School Radio Project

Year three of the [High School Radio Project](#) is underway, with "The Uproar" from **Millard West High School** and the recent addition of "The Oracle" at **Platteview High**

School. Students are scheduling music, recording newscasts and PSAs and voice tracking using software from PlayoutONE and MusicMaster. The HSRP is also active with schools in Louisiana, Massachusetts and Michigan.



Millard West Students



Platteview High Students

Save the Date



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

Members in the Spotlight



Sharpe

The **Kansas Association of Broadcasters** will induct **Greg Sharpe** into their Hall of Fame on October 20. Following his legendary career in Kansas broadcasting, Greg joined the Huskers Radio Network in 2008.



Timm and McKernan

Omaha's **WOWT** is celebrating 75 years as Nebraska's first TV station. Among many historical tributes, GM **Jim McKernan** hosted a recent celebration at which the NBA's Jim Timm recognized the station's milestone with a plaque from the NBA.

Rhonda Gerrard is the new President for **iHeartMedia's** Nebraska-Iowa area, following 13 years based in Omaha as Senior VP of Sales for the region.



Gerrard



Melton and Lundy



Rhonda's team at **KXKT** has received two 2024 CMA Award nominations in the Medium Market category: morning duo **Steve Lundy** and **Gina Melton** are up for "Broadcast Personality of the Year" and KXKT is up for "Station of the Year."



Botwinik



Dobbins

Across town at **Walnut Media**, *Radio Ink* magazine honored AE **Andrew Botwinik** as a finalist for "Streetfighter of the Year" and DOS **Adam Dobbins** as a finalist for "DOS/GSM of the Year" in its annual "Radio Wayne Awards" program.



Hogan

Also in Omaha, **SummitMedia** has hired market veteran **Mike Hogan** to lead the five-station cluster of KEZO, KKCD, KQCH, KSRZ & KXSP following the departure of **Kate Maguire**. Hogan had been working for iHeartMedia.

NBA Hall of Famer **Otis XII** will retire after his **KVNO** morning show on Friday, October 2. **Jeff Koterba** has been named the new morning show host.



Otis XII



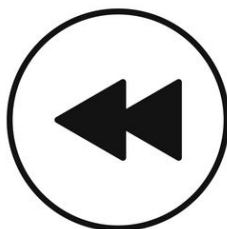
Stanton

Down the road in Lincoln at **NRG Media, KLIN** has promoted **Tom Stanton** to News Director.

Across town at **Nebraska Public Media, Stacey Decker** is set to take over as GM/CEO on October 14, following the retirement of longtime GM/CEO **Mark Leonard**.



Decker



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

REWIND

1964: 60 Years Ago

Six freshman broadcast scholarships with a total value of more than \$1,500 will be available at the University of Nebraska School of Journalism for qualified 1965 Nebraska high school graduates. The new program was announced jointly by **A. James Ebel**, President of the Nebraska Broadcasters Association and **Dr. William E. Hall**, Director of the School of Journalism.

1974: 50 Years Ago

Performance Royalty is not dead in the Senate, says Billboard Magazine, but Nebraska Senator **Roman L. Hruskra** lauds Broadcasters efforts to kill Sec. 114 of the Copyright bill which provides a new royalty payable to performers and record manufacturers. He specifically mentioned KMMJ's **Rex Lathen** and **Steve Shannon** of WOW/KEZO in the fight.

The trend towards separate call letters for FM stations continues. In Omaha; **KOIL-FM** to **KEFM**, **WOW-FM** to **KEZO**, **KFAB-FM** to **KGOR** and (in Council Bluffs) **KRCB-FM** to **KQKQ**.

1984: 40 Years Ago

Jack McBride, General Manager of Nebraska Educational Television Network, received the 1984 Distinguished Service Award from Nebraskans for Public Television. The award citation commends McBride's "30 years of leadership which has kept Nebraska educational TV on the front edge of discovery both in programming and technical innovations."

Frank Scott has been re-assigned to Munich, Germany, by the **Voice of America**. His job will be to research broadcasts to Western Europe and establish an English network. VOA also hopes to add networks in German, Spanish, French and Italian.

1994: 30 Years Ago

Free luncheons precede Big Red games. A mixture of football, chicken and media folks will again be served up on Saturdays this fall at the UNL College of Journalism and Mass Communications. NBA members are invited to fill up with good food and good conversation at Avery Hall, right next to Memorial Stadium, before every home football game.

Special thanks to those who judged the Kansas Association of Broadcasters entries. As you may know, each year we trade judging with another state. This year Kansas judged our Ak-Sar-Ben Awards entries in a judging exchange. Thanks to the following judges: **Steve Albertson**, KEFM, **Kurt Owens**, KKCD, **Kim Dlouhy**, WOW and **Carl Mann**, KESY.

2004: 20 Years Ago

At the NBA Convention held at the Embassy Suites in Lincoln, prominent speakers included NAB lobbyist **John Lively** with an update on federal legislative issues, Nebraska Attorney General **Jon Bruning** who thanked NBA members for supporting the new Amber Alert program, Cline Williams attorney **Shawn Renner** speaking on the aspects of the new NBA "Legal Line" hotline, along with sales trainer **Paul Weyland**, news trainer **Al Tompkins** and radio programming consultant **Bill McMahon**.

2014: 10 Years Ago

Current NBA Chairman of the Board **Jason Effinger** surprised some Nebraska friends who were watching the recent Miss America Pageant...when he suddenly appeared on stage! No, he's not a "Pageant Crasher", he was there to represent Gray Television's "**Moms Everyday**" program and their sponsorship of the presentation of the Science Technology Engineering and Math (STEM) Scholarship Awards. This year, five young women pursuing education in STEM, science, technology, engineering and math related fields will be awarded \$5,000 scholarships each to further their education.

Sync with the NBA Calendar

EVENTS, MEETINGS & DEADLINES

Virtual Job Fair Registration Deadline: September 30, 2024

Virtual Job Fair: October 7 - 11, 2024

LBS 2nd Tuesday Webinar: Prepare And Reset Now For More Social Media Shifts:
October 8, 2024

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

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

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:

- September 30, 2024
- October 21, 2024
- November 25, 2024
- December 16, 2024

2025 Dates:

- January 27, 2025
- February 24, 2025
- March 17, 2025
- April 28, 2025
- May 19, 2025
- June 16, 2025
- July 14, 2025
- August 18, 2025
- September 15, 2025
- October 20, 2025
- November 17, 2025
- December 15, 2025

In Remembrance



Vince Barresi -
VP/GM of Kearney's NTV (KHGI) for 18 years & served on the NBA Board of Directors before retiring in June of 2022.

Rolland Johnson -
Founded Three Eagles Communications & once owned the Lincoln radio cluster now owned by Alpha Media. Inducted into the NBA Hall of Fame in 2007.

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Nebraska Broadcasters Association | 11414 West Center Road Suite 342 | Omaha, NE 68144
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