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### [Webinar for NATAS Members – May 28, 10am MDT – presented by Gregory Menvielle, PyraSolutions](#)

**Don't be a template, 7 steps to having an online presence that grows your business:** In a time of cookie-cutter templates, ready to use designs, and 99-cent applications, it is getting increasingly harder for talented and creative organizations to stand out. If you pay attention to the equipment you use, the people you work with, and the brand you want to build, this webinar is for you. We will cover topics ranging from video streaming, advertising and SEO, helping you provide clients, prospective clients, and your audience with the information they need to crave working with you. This is a free seminar for NATAS members. Check your email for the registration link and join us for a unique opportunity to learn how to expand your online presence. *Paul Drexler, New Media and Program Committees*

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### [Emmy Nominations – Party May 30<sup>th</sup> at the Denver Press Club](#)

Mark your calendar for Thursday, May 30, as the Heartland Chapter announces nominees for the 2013 Emmy Awards. Join us at the Denver Press Club for a “sneak peek” (individual category information) and social hour from 5:30 – 6:30 pm. At 6:30 MDT we will take your category requests by Twitter and Facebook. On Twitter follow Emmys Heartland using the hashtag #HeartlandNom. You can also post your requests on our Facebook wall at HeartlandEMMYS. We'll answer your requests on both Twitter and Facebook so you can easily share the nominees from each category with your colleagues, family and friends! Guest bartenders at the Denver Press Club will be passing the trophy bowl to raise money for the Student Achievement Entry Scholarship Fund. Tips will be split 65/35 with 65% going to the scholarship fund.

*Misty Montano and Jennifer McRae, New Media and Program Committees*

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### [Emmy Gala, Saturday, July 13](#)

“Convergence” is the theme for our 2013 Emmy Gala. Think black + white TVs, telephones with cords, and design inspired by M.C. Escher. May 30<sup>th</sup> is the deadline for sponsorships.

Once again we'll be celebrating simultaneously: in Denver at the Seawell Grand Ballroom, and in Oklahoma at the University of Central Oklahoma's Nigh Center.

This year's esteemed Silver Circle Inductees are Cynthia Hessin with Rocky Mountain PBS, Ken Siemek with KOLN/KGIN, and Adele Arakawa with KUSA.

*Blaine Howerton, Lisa Olken, and Carl Bilek*

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### [Judging – Keeping the Emmy Brand Strong – How You Can Help](#)

You and your peers submit over 800 entries to the Heartland Chapter each year – that's a LOT of great work! Who judges it? Well, we trade with various other chapters around the country: they judge our entries, and we judge theirs. The Emmy organizations all subscribe to 'peer judging' so that means your work is judged by people who DO the same kind of work, and can recognize excellence when they see it.

That means, we *need your help* when it's time to judge these other chapters! Did you know that making yourself available to judge is a requirement to entering the Emmy awards competition? If you're saying 'oops!' right about now, it's not too late to help – we have two other chapters in need of judging in 2013: when you get the email requesting judges, please let us know that you can help. You do NOT need to be a member to judge, simply a peer, and you can judge as many categories as you're qualified for! We can't be the Emmy Awards without you!

*Audrey Elling, Executive Director, NATAS Heartland Chapter*

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### Career Day

The NATAS Heartland Chapter held their annual Career Day on March 6, 2013 at NBC affiliate KUSA-Channel 9. College students from all over the state, TV Academy members/student members and interested professionals had the opportunity to talk with outstanding Denver television professionals— Emmy winners and leaders in their field –about what it is truly like to work in the television industry. The attendees received advice on job qualifications, internships, educational requirements, and the background needed for a variety of television jobs. The day was a great success and the chapter received positive feedback from many of those who attended. *Paula Roth, Education Committee*

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### Bill Thrash – OETA Names Studio After Broadcasting Veteran



Dan Schiedel Bill Thrash Bob Allen

The OETA board of directors has named the network's Oklahoma City studio in honor of longtime station manager and broadcasting veteran Bill Thrash. The William C. "Bill" Thrash Studio features the production of most of OETA's Oklahoma programs, such as the OETA Movie Club, Oklahoma News Report, Oklahoma Forum, The People's Business, Oklahoma Votes, Oklahoma Capitol Connection and others. "We have done our best to maintain high standards and raise the quality bar of studio television production through the years in OETA's multifaceted studio," Thrash said in a news release. OETA

Executive Director Dan Schiedel shared how the naming of the studio is the perfect way to honor Thrash. "Bill's Oklahoma television legacy stretches across the state through his invaluable guidance in building OETA's strong lineup of local productions," Schiedel said in the news release.

*From the NewsOK Television Blog by Melissa Hayer*

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### Tech Talk – Zero TV Households

ASSOCIATED PRESS – LOS ANGELES - Some people have had it with TV. They've had enough of the 100-plus channel universe. They don't like timing their lives around network show schedules. They're tired of \$100-plus monthly bills.

A growing number of them have stopped paying for cable and satellite TV service, and don't even use an antenna to get free signals over the air. These people are watching shows and movies on the Internet, sometimes via cellphone connections. Last month, the Nielsen Co. started labeling people in this group

“Zero TV” households, because they fall outside the traditional definition of a TV home. There are 5 million of these residences in the U.S., up from 2 million in 2007.

While show creators and networks make money from this group’s viewing habits through deals with online video providers and from advertising on their own websites and apps, broadcasters only get paid when they relay such programming in traditional ways. Unless broadcasters can adapt to modern platforms, their revenue from Zero TV viewers will be zero.

“Getting broadcast programming on all the gizmos and gadgets — like tablets, the backseats of cars, and laptops — is hugely important,” says Dennis Wharton, a spokesman for the National Association of Broadcasters.

Although Wharton says more than 130 TV stations in the U.S. are broadcasting live TV signals to mobile devices, few people have the tools to receive them. Most cellphones require an add-on device known as a dongle, but these gadgets are just starting to be sold.

Among this elusive group of consumers is Jeremy Carsen Young, a graphic designer, who is done with traditional TV. Young has a working antenna sitting unplugged on his back porch in Roanoke, Va., and he refuses to put it on the roof.

“I don’t think we’d use it enough to justify having a big eyesore on the house,” the 30-year-old says.

Online video subscriptions from Netflix Inc. and Amazon.com Inc. — which cost less than \$15 a month combined — have given him and his partner plenty to watch. They take in back episodes of AMC’s “The Walking Dead” and The CW’s “Supernatural,” and they don’t need more, he says.

He doesn’t mind waiting as long as a year for the current season’s episodes to appear on streaming services, even if his friends accidentally blurt out spoilers in the meantime. With regular television, he might have missed the latest developments, anyway.

“By the time it gets to me to watch, I’ve kind of forgotten about that,” he says.

For the first time, TV ratings giant Nielsen took a close look at this category of viewer in its quarterly video report released in March. It plans to measure their viewing of new TV shows starting this fall, with an eye toward incorporating the results in the formula used to calculate ad rates.

“Our commitment is to being able to measure the content wherever it is,” says Dounia Turrill, Nielsen’s senior vice president of insights.

The Zero TV segment is increasingly important, because the number of people signing up for traditional TV service has slowed to a standstill in the U.S.

Last year, the cable, satellite and telecoms providers added just 46,000 video customers collectively, according to research firm SNL Kagan. That is tiny when compared to the 974,000 new households created last year. While it’s still 100.4 million homes, or 84.7 percent of all households, it’s down from the peak of 87.3 percent in early 2010.

Nielsen’s study suggests that this new group may have left traditional TV for good. While three-quarters actually have a physical TV set, only 18 percent are interested in hooking it up through a traditional pay TV subscription.

Zero TVers tend to be younger, single and without children. Nielsen’s senior vice president of insights, Dounia Turrill, says part of the new monitoring regime is meant to help determine whether they’ll change their behavior over time. “As these homes change life stage, what will happen to them?”

Cynthia Phelps, a 43-year-old maker of mental health apps in San Antonio, Texas, says there’s nothing that will bring her back to traditional TV. She’s watched TV in the past, of course, but for most of the last 10 years she’s done without it.

She finds a lot of programs online to watch on her laptop for free — like the TED talks educational series — and every few months she gets together with friends to watch older TV shows on DVD, usually “something totally geeky,” like NBC’s “Chuck.”

The 24-hour news channels make her anxious or depressed, and buzz about the latest hot TV shows like “Mad Men” doesn’t make her feel like she’s missing out. She didn’t know who the Kardashian family was until she looked them up a few years ago.

“I feel absolutely no social pressure to keep up with the Joneses in that respect,” she says.

For Phelps, it’s less about saving money than choice. She says she’d rather spend her time productively and not get “sucked into” shows she’ll regret later.

"I don't want someone else dictating the media I get every day," she says. "I want to be in charge of it. When I have a TV, I'm less in control of that."

The TV industry has a host of buzz words to describe these non-traditionalist viewers. There are "cord-cutters," who stop paying for TV completely, and make do with online video and sometimes an antenna. There are "cord-shavers," who reduce the number of channels they subscribe to, or the number of rooms pay TV is in, to save money.

Then there are the "cord-nevers," young people who move out on their own and never set up a landline phone connection or a TV subscription. They usually make do with a broadband Internet connection, a computer, a cellphone and possibly a TV set that is not hooked up the traditional way.

That's the label given to the group by Richard Schneider, the president and founder of the online retailer Antennas Direct. The site is doing great business selling antennas capable of accepting free digital signals since the nation's transition to digital over-the-air broadcasts in 2009, and is on pace to sell nearly 600,000 units this year, up from a few dozen when it started in 2003.

While the "cord-nevers" are a target market for him, the category is also troubling. More people are raised with the power of the Internet in their pocket, and don't know or care that you can pull TV signals from the air for free.

"They're more aware of Netflix than they're aware over-the-air is even available," Schneider says.

That brings us to truck driver James Weitze. The 31-year-old satisfies his video fix with an iPhone. He often sleeps in his truck, and has no apartment. To be sure, he's an extreme case who doesn't fit into Nielsen's definition of a household in the first place. But he's watching Netflix enough to keep up with shows like "Weeds," "30 Rock," "Arrested Development," "Breaking Bad," "It's Always Sunny in Philadelphia" and "Sons of Anarchy."

He's not opposed to TV per se, and misses some ESPN sports programs like the "X Games."

But he's so divorced from the traditional TV ecosystem it could be hard to go back. It's become easier for him to navigate his smartphone than to figure out how to use a TV set-top box and the button-laden remote control.

"I'm pretty tech savvy, but the TV industry with the cable and the television and the boxes, you don't know how to use their equipment," he says. "I try to go over to my grandma's place and teach her how to do it. I can't even figure it out myself."

*Harold Protter NATAS Technology & Engineering Committee*

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## **Board Member News**

**Raj Chohan** is moving "live" to the courtroom as he assumes his new role as prosecutor in the Weld County District Attorney's office. An award-winning reporter for Denver's CBS4, known for his coverage of the courts, Chohan also hosts a weekly political discussion program, "Colorado Inside Out" for Colorado Public Television. His practice in commercial litigation and media law at Baker Hostetler in Denver will serve him well. Congratulations and good wishes from all his NATAS colleagues.

**Leslie Dodson** merges international reporting with research in her pursuit of a PhD in Technology, Media and Society from the ATLAS Institute at the University of Colorado, Boulder. Prior to pursuing a late-career PhD, Leslie covered international business and finance for CNBC, MSNBC, Reuters and NHK-Japan. As an independent producer, she has produced, shot and reported broadcast stories on international development and the environment.

That experience put her on the path toward PhD fieldwork in southwest Morocco where, for the past four months, she has been working with Berber-Arab women who actively use their mobile phones despite not being able to read, write or understand numbers. Further complicating the communication landscape is that neither of the two spoken languages in that part of Morocco (a Berber dialect and Moroccan Arabic) have a written form – while the official written languages of French and Arabic use distinct scripts that are written and read in different directions across the page.

Leslie is incorporating the data she gathered on literacy and technology challenges into the next phase of her research, which involves the use of mobile phones by village women to monitor a new fog-harvesting system that provides running water to hundreds of people in the arid Anti-Atlas Mountains .

**Michael Spencer** - Return with us to those glorious days of yesteryear as we dim the lights and witness the American film industry as it struggles through its pre-Hollywood infancy. Michael Spencer reports he has a book coming out on early filmmaking in Colorado and the west. And by early he means very early: 1895 to 1915. *Hollywood of the Rockies* tells the intriguing story of the film industry's pioneers and their romance with the west as they began moving out of their East Coast hubs and discovered the possibilities opened up by shooting in a boundless, vast landscape. It's a discovery that changed American filmmaking for all time.



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### Officer Elections

The Heartland Chapter Board of Governors held their officer elections this month, and we are pleased to announce our new and returning officers, each with a 2-year term:

President	Misty Montano, KUSA
1 <sup>st</sup> VP and Awards Chair	Blaine Howerton, YGHDTV
2 <sup>nd</sup> VP and Program Chair	Paul Drexler, 4D Solutions, Inc.
Secretary	Carolyn Richards, Metro State University
National Trustee	Dominic Dezzutti, CPT12
National Trustee	Lisa Olken, RMPBS
Alternate Trustee	Carl Bilek, KMGH

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**Misty Montano, KUSA, President**

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**Paul Drexler, Allied, 2<sup>nd</sup> Vice President and Program/New Media Co-Chair**

**Jennifer McRae, KCNC, Program/New Media Co-Chair**

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**Traci Bilek, Allied, Treasurer**

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**Megan Swezey, KCNC CBS4**

**Audrey Elling, Executive Director, NATAS Heartland Chapter**