

## NEBRASKA STATE HISTORICAL SOCIETY COLLECTION RECORD

RG4628.AM: KMTV-TV (Omaha, Neb.)

Scrapbooks, etc.: 1956-1969; 1984  
Omaha, Douglas County, Neb.: Television station  
Size: 4 scrapbooks and 1 folder

### BACKGROUND NOTE

KMTV (Omaha, Neb.) first began broadcasting on September 1, 1949 and operated as a CBS affiliate. Its first owner, May Broadcasting, intended the original call letters to be KMA, the same as the station it owned in Shenandoah, Iowa, but that request was rejected by the FCC and the KMTV call letters were used instead. Tom Brokaw, former anchor of the NBC Nightly News, worked as a reporter for KMTV during the 1960s.

### SCOPE AND CONTENT NOTE

The collection consists of four scrapbooks and one folder of information relating to the television station KMTV in Omaha, Nebraska. The scrapbooks date from 1956-1969 and the folder contains a coverage map (1984) and some promotional materials.

**Note:** See the photo and audiovisual components for related materials. See the NSHS Library for Tom Brokaw's *A long way from home: growing up in the American heartland* [921 B867t].

### DESCRIPTION

#### Volume

1. Scrapbook, KMTV & KMA, 1956-1957
2. Scrapbook, KMTV, 1958-1960
3. Scrapbook, KMTV, 1960-1962
4. Scrapbook, KMTV, 1962-1969

#### Folder

KMTV Coverage Map, 1984 (2 copies)  
Handout (photocopies only), "A tour through the New Studios and Facilities of ... KMTV Channel 3," (3 copies)

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**Subject headings:**

KMA (Shenandoah, Iowa)

KMTV (Omaha, Neb.)

Television broadcasting -- Nebraska -- Omaha