National Association of Broadcasters | 2014 Annual Report

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Our Mission

The National Association of Broadcasters is the voice for the nation’s radio and television broadcasters. We deliver value to our members through advocacy, education and innovation.

As the premier trade association for broadcasters, NAB advances the interests of our members in federal government, industry and public affairs; improves the quality and profitability of broadcasting; encourages content and technology innovation; and spotlights the important and unique ways stations serve their communities.
Predicting the future is not as easy as gazing into a crystal ball, but looking ahead, America’s radio and television broadcasters are keeping sight of their purpose: serving local communities across the country.

In 2014, NAB successfully advocated for legislative and regulatory outcomes that support broadcasters’ commitment to keep communities safe, informed and entertained for generations to come:

- During NAB’s Keep My TV campaign, more than 130,000 Americans contacted their legislators, asking them to stand up for free, local TV. This grassroots engagement helped to remove language from the satellite reauthorization bill that would have harmed local stations and their viewers.

- NAB worked with congressional leaders to grow the number of bipartisan cosponsors of the Local Radio Freedom Act, a resolution opposing a tax on local radio stations, to nearly 250. These champions of radio recognize the promotional value of free radio airplay and the vital role stations play in their communities.

- In June, the U.S. Supreme Court ruled in a 6-3 decision that Aereo violates broadcasters’ copyrights. This decision promotes innovation by protecting the creative rights of those producing the programming that Americans love to watch.

Through NAB Labs, our innovation team, we are also supporting initiatives that are propelling the industry forward. We are excited about the development of promising technology that improves listening and viewing experiences, such as hybrid FM radio and the NextRadio app, as well as the next-generation broadcast platform.

We are grateful for the support of our members who are the foundation of our success. Working together, we will continue to define broadcasting’s vibrant future – one that ensures their ability to always be there for their local communities.
Rapid developments in technology are reshaping how consumers live and interact. Broadcasters are embracing innovations that expand the delivery of their highly-valued content to listeners and viewers across a variety of platforms, propelling them into the future.
NAB Show attendees catch the latest in cutting-edge technologies at the NAB Labs Futures Park.

An NAB Show attendee gets some hands-on experience on the exhibit floor.
NAB Labs

NAB Labs – NAB’s innovation team – provides a platform for innovation, a venue for forging partnerships and testing new technology, and a forum for creating awareness about over-the-air radio and television technology developments.

In 2014, NAB Labs led several initiatives to support broadcast radio and TV technology innovation:

- **All-digital AM testing:** NAB Labs has been conducting all-digital AM field tests in exploration of an all-digital AM HD Radio service in the future. AM radio plays a valuable role in educating and connecting communities across the country. The goals of an all-digital service include enhanced sound quality and reduced interference for AM listeners.

- **Hybrid FM radio:** NAB Labs has been at the forefront of developing hybrid FM radio, which utilizes over-the-air radio receivers in conjunction with online connectivity in smartphones and other platforms to enhance the listener experience. NAB Labs is contributing to the continued development of the NextRadio app, now a premium feature on Sprint smartphones. With over 1.33 million downloads of the NextRadio app – and that number rapidly rising – more and more listeners are enjoying the hybrid FM radio experience.

- **Next Generation Broadcast Platform:** Providing the spectacular images of ultra high-definition TV, along with immersive audio, interactivity, personalized services, mobility and more, next-generation television broadcasting promises to greatly enhance the TV viewer experience. NAB Labs is actively fostering the development of this exciting new technology platform through technology evaluation, standards participation and testing activities.

- **HD Radio:** NAB, through its member-supported Radio Technology Committee, is working with iBiquity Digital Corporation, the inventors of HD Radio, and broadcast equipment manufacturers to bring new improvements and capabilities to the HD Radio infrastructure, making it more affordable for broadcasters and providing listeners with better and expanded services. HD Radio continues to gain momentum, with HD Radio receivers now available in 35 automotive brands, with more than 2,200 HD Radio stations on the air presenting over 1,500 additional channels for listeners.

- **NAB Labs Futures Park:** At the annual NAB Show in Las Vegas, NAB Labs presents a special section on the exhibit floor reserved for presentations of the latest media-related research and development projects from private, academic and governmental research labs and other organizations around the world. It provides NAB Show attendees with a glimpse of the media industry’s future before products and services are available in the marketplace.

For more information on the work of NAB Labs, visit nablabs.org.
ADVOCACY

Working in unity with its members, NAB is fighting for legislation and policies that promote stations’ ability to serve their local communities and shape a bright future for radio and television.

Satellite Television Extension and Localism Act Reauthorization: In 2014, NAB mounted an aggressive campaign against pay-TV providers’ attempts to use the Satellite Television Extension and Localism Act (STELA) reauthorization to dismantle the retransmission consent system. Broadcasters were successful in stripping harmful language from the bill, which would have created an à la carte system only for broadcasting, resulting in harm to local stations and increased bills for viewers. This favorable outcome was due to NAB’s aggressive advocacy and the television and radio stations that participated in NAB’s “Keep My TV” campaign. This effort generated more than 130,000 contacts to the Senate from viewers and listeners across the country, asking policymakers to stand up for free, local TV, and sent a clear message to the pay-TV industry about the value of broadcasting to audiences. NAB also successfully ensured the reauthorization would not expire before five years and secured language providing stations with more time to comply with new FCC rules governing television joint sales agreements.

Communications Act Update: The House Energy and Commerce Committee is working to update the nation’s communications laws. During the 113th Congress, the committee worked on a series of white papers and held industry roundtables to discuss various issues, including video reform. This process will become much more active during the upcoming Congress, and NAB will have a seat at the table to discuss the importance of broadcasting – both radio and television – in the communications landscape.

Federal Copyright Review: The House Judiciary Committee initiated a review of U.S. copyright laws, conducting more than 20 hearings in the 113th Congress, with legislation expected in the next Congress. One focus is music licensing relating to radio broadcasts. As a result of this broader review, multiple bills have been introduced that would significantly alter current music licensing laws. NAB has continuously emphasized the public good that local radio stations provide and the importance of the current legal structure that enables such service, as well as the statutory impediments that prevent radio broadcasters from streaming to provide more choice to listeners. NAB will continue to stand up for radio stations as the review continues in the 114th Congress.

As the chief advocate for America’s broadcasters in the nation’s capital, NAB is committed to educating policymakers on the issues that impact local radio and television stations and their communities.
Performance Tax: While the big record labels continued to advocate to impose a fee, or performance tax, on local radio stations simply for airing and promoting artists’ music, NAB and its members worked with congressional leaders to grow the number of bipartisan cosponsors of the Local Radio Freedom Act. More than 230 members of the House signed on to this resolution that opposes “any new performance fee, tax, royalty, or other charge” on local radio stations – a majority large enough to block any performance tax legislation. In addition, 15 senators supported the resolution. The bill will be reintroduced next Congress and the effort to enlist cosponsors will be even more important as the upcoming copyright review could potentially become a vehicle for a new performance tax effort.

Spectrum Incentive Auctions: NAB continues to work with Congress and the Federal Communications Commission (FCC) to ensure that broadcasters that choose not participate in the upcoming spectrum incentive auction are not harmed. NAB has challenged in federal court certain elements of the FCC’s spectrum incentive auction order, including its decision to change the methodology used to predict local TV station coverage areas and populations served. Because the FCC’s methodology could result in significant loss of viewership of broadcast TV stations after the FCC “repacks” TV stations into a shrunken TV band, NAB highlighted these concerns in its initial brief to the court. NAB’s advocacy will continue to focus on ensuring that the auction is conducted as Congress intended and allows stations to innovate and thrive in the future.

Advertising Deductibility: While efforts to kick-start a comprehensive overhaul of the U.S. tax system failed during this Congress, legislators will focus again on tax reform during the next congressional session. As Congress considers initiatives that impact advertising, whether through reforms to the tax code or new regulatory burdens, NAB is educating policymakers on the potential impact on local stations that rely on advertising revenue to deliver vital local news, emergency information and high-quality entertainment to their communities. Modifications to the tax treatment of advertising would have a significant impact on local television and radio stations, which derive the vast majority of their revenues directly from advertising. NAB will continue to advocate that advertising should remain fully deductible as an ordinary and necessary business expense.

DOJ Review of Consent Decrees: The Department of Justice (DOJ) is currently reviewing the consent decrees governing the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI). NAB, in close coordination with the Television Music Licensing Committee and Radio Music Licensing Committee, filed comments, noting that the consent decrees provide important protections against the inherently anti-competitive features of licensing by these organizations and should not be modified or eliminated.
(L to R) NAB Joint Board Chair and Senior Advisor to YMF Media Charles Warfield Jr. represents broadcasters at a House Judiciary subcommittee hearing on music licensing; TV Board Second Vice Chair and Schurz Communications’ Senior Vice President - Electronic Division Marci Burdick testifies at a House Energy and Commerce subcommittee hearing on the reauthorization of the Satellite Television Extension and Localism Act (STELA).

Stopping Illegal Retransmission of Programming: NAB participated in a number of federal court cases to support TV broadcasters whose copyrights were violated by the unauthorized retransmission of their signals over the Internet. The Supreme Court vindicated broadcasters’ rights last June when it found that Aereo’s service violated federal copyright law.

Copyright Royalty Board Litigation: The Copyright Royalty Board (CRB) resets the rate for the digital performance right in music every five years and the current rates must be reset in 2015. NAB is currently engaged in litigation at the Copyright Royalty Board to set sound recording streaming rates for 2016-2020. In October, NAB submitted an extensive statement and economic analysis with the CRB on broadcast radio’s behalf, explaining that the CRB should begin anew in setting license fees for radio stations’ streaming services that more accurately reflect rates that would be agreed upon in a competitive market. NAB believes the CRB should set the rate at a level that encourages broadcasters to stream, which would be a win for everyone who loves, makes or plays music.

Reforming Ownership Rules: NAB is working to remove outdated restrictions on ownership of broadcast outlets to permit stations to compete more effectively in today’s marketplace. NAB has challenged in court the FCC’s failure to conclude its statutorily-required 2010 “quadrennial” review of all the broadcast ownership restrictions, and its decision to “attribute” (i.e., count under the ownership rules) most TV joint sales agreements (JSAs). NAB also continues to present broadcasters’ case for ownership reform to the FCC, with new economic analyses and updated information.

Program Exclusivity and Retransmission Consent: NAB presented an economic study and extensive analyses to demonstrate to the FCC that the network non-duplication and syndicated exclusivity rules are essential to a competitive television marketplace that serves local viewers. We also continue to oppose cable and satellite efforts to upend the retransmission consent system. NAB expects the pay-TV industry to continue its assault on private, market-based retransmission consent negotiations in the coming year, both at the FCC and on Capitol Hill.

Tax Certificate: In an effort to promote diversity in broadcast ownership, NAB is working with members of the House Ways and Means Committee on legislation to update and reinstate a tax certificate program that would lower the financial barriers for entry of women and minorities in the broadcasting industry.
The NAB Political Action Committee aggregates broadcaster resources to support pro-broadcast candidates and policymakers who understand the business of broadcasting. Through NABPAC, broadcasters are engaging in the political process and making their voices heard, helping policymakers better understand the vital importance of local radio and television stations to communities and audiences across the country.

One-hundred percent of NABPAC contributions go toward electing pro-broadcasting candidates to the U.S. Congress.
2014 NABPAC A-List

Members of NABPAC’s prestigious A-List make a personal contribution of $5,000 in a calendar year (the maximum amount allowed under federal law).

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Thank you to the following NABPAC members who are making a positive difference in our efforts.

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All lists current as of December 15, 2014
In 2014, NAB worked hand in hand with our members to successfully shape policies impacting broadcasting’s future. With millions of listeners and viewers across the country, broadcasters are an integral part of local communities.

DEFINING THE FUTURE

Contacted their members of Congress, asking them to stand up for free, local television during NAB’s Keep My TV campaign.

230+
Bipartisan House members co-sponsored the Local Radio Freedom Act, opposing a tax on local radio stations.

130,000+
17,215
15,433
Americans
Total broadcast stations in the U.S.
Radio stations

Of broadcast-only homes are minority households (that do not subscribe to cable or satellite service).

1,782
Television stations

244 million
People listen to radio each week.

140+
thousand
People accessed mental health and suicide prevention resources through the OK2TALK mental health campaign.

$44+
41%
4.65
million
Donated in free airtime by local radio and TV stations for NAB’s OK2TALK mental health awareness campaign.

2.65
billion
The amount broadcasters generate in community service in a single year.

$10+
1.33+ million
$1.24 trillion
1.33+
Jobs created by the broadcast industry.

Americans rely exclusively on broadcast television (and do not subscribe to cable or satellite service).

million
NextRadio app downloads for free broadcast radio (not streaming).

OK2TALK.ORG

2+million
Hours radio lovers listened using the NextRadio app.

Donated in free airtime by local radio and TV stations for NAB’s OK2TALK mental health awareness campaign.

Americans rely exclusively on broadcast television (and do not subscribe to cable or satellite service).

All data current as of December 15, 2014
Building a Stronger Broadcast Future

By joining NAB, members ensure their voices are heard in our nation’s capital and demonstrate their commitment to engaging in advocacy that will secure a vibrant future free from burdensome legislative and regulatory measures.

Above: NAB members are working together to ensure stations’ ability to deliver the local news, emergency information and entertainment local communities rely on every day.

Left: At the 2014 NAB Show, NAB distributed public service announcements and other community-focused materials to attendees.

MEMBERSHIP
America’s local broadcasters support their communities in many valuable ways, including hosting food and coat drives and raising money for local charities.

NAB assists local radio and TV stations in communicating meaningful public service information to their communities.
NAB MEMBERSHIP
NAB provides numerous resources to keep radio and television members apprised of legislative and regulatory issues, including talking points, issue briefs and additional tools to help broadcasters engage with policymakers on important policy issues.

NAB associate membership is a tremendous value for companies that provide products and services to broadcasters and related media industries. Members receive unparalleled opportunities to showcase products, learn about emerging technology and make critical networking connections.

Cost-Savings Benefits
NAB provides practical resources that help members save time and money, develop their staff and increase revenue.

These include:
- Online advocacy tools and resources
- Legal and advocacy hotlines
- Direct access to engineering and technology experts
- Professional development resources
- Media liability insurance
- Property and casualty insurance
- Publication discounts
- Market research and forecasts

Learn more about the many benefits available to members at nab.org/MemberBenefits.

Public Service Campaigns
NAB assists local television and radio stations in their commitment to communicate meaningful information regarding health, education, safety, volunteerism and civic discourse, among other timely and important community-oriented initiatives, to their audiences. Broadcasters can access free public service materials including guidebooks, programming ideas, pre-produced public service announcements (PSAs) and PSA scripts at nabspotcenter.org.

E-newsletters and SmartBrief
NAB produces several e-newsletters to keep members informed on the latest news affecting television and radio broadcasters, as well as to highlight stations’ community service and innovation efforts.

NAB Pulse highlights important and timely issues pending at the FCC, in Congress, in the courts and other government agencies, and provides updates on NAB’s events, professional development offerings, awards programs and broadcasters’ public service efforts.

NAB@Work is a members-only monthly e-newsletter that gives an in-depth look at NAB’s advocacy work and legislation and regulations affecting broadcasters, as well as updates on how broadcasters are innovating. The daily e-newsletter, SmartBrief, provides the latest need-to-know industry news from hundreds of sources.

TV TechCheck and Radio TechCheck are weekly e-newsletters that address issues and topics impacting TV and radio broadcast engineers, respectively.

Licensed to Serve is a monthly e-newsletter that highlights radio and television broadcasters’ outstanding service to their local communities. Beyond NAB members, this publication is sent to regulators and policymakers to remind them of broadcasters’ unique role in serving their audiences.

To sign up for NAB’s e-newsletters, visit nab.org.
Through events and professional development programs that offer broadcasters opportunities to explore new technologies, interact with thought and industry leaders, develop new skills and share innovative strategies, NAB is galvanizing the industry to build a stronger broadcast future.
NAB Show—Where Content Comes to Life®

In April, the world’s largest gathering of broadcasters and content professionals descended upon Las Vegas, Nev., to capitalize on the exciting transformations taking place in the industry. Through an expansive show floor featuring SPROCKIT, showcasing market-ready startups, hundreds of sessions and special events, the 2014 NAB Show provided the ultimate destination to explore the opportunities in media and entertainment.

Headliners included:

- **Haim Saban**, chairman and CEO, Saban Capital Group; chairman of the board, Univision Communications
- **Roy Sekoff**, founding editor, The Huffington Post; president and co-creator, HuffPost Live
- **David F. Poltrack**, chief research officer, CBS Corporation
- **David McKillop**, executive vice president and general manager, A+E Networks
- **Ed Lee**, vice president, Content Acquisition, Roku
- **Chip Canter**, senior vice president, TV Product Development and Strategy, NBCUniversal
- **Vince Roberts**, executive vice president, Global Operations and chief technology officer, Disney/ABC Television Group
- **Tom Green**, actor, host, “Tom Green Live”
- **Norm MacDonald**, comedian, actor, podcaster, “Norm MacDonald Live”
- **Emmanuel Lubezki**, A.S.C., Academy Award-winning director of cinematography, “Gravity”
- **Wally Pfister**, director, “Transcendence”
- **Bradley J. Fischer**, producer, Mythology Entertainment (“White House Down”)
- **Mamrie Hart**, actress, writer, producer, “Camp Takota”
- **The Honorable Robert M. McDowell**, partner, Wiley-Rein LLP and former FCC commissioner
- **Sam Landman**, principal, Comcast Ventures
- **Christine Merritt**, head of Business Development and Partnerships, Channel Sales North America, Google
- **Dave Gehring**, Strategy and Partnerships, Google
The following awards were presented at the 2014 NAB Show:

**NAB Distinguished Service Award**
Recognizes broadcasters who have made significant and lasting contributions to the broadcasting industry.


**NAB Broadcasting Hall of Fame – Television**
Recognizes television personalities or programs that have earned a place in broadcasting history.

*“Everybody Loves Raymond”*
Phil Rosenthal, creator, and actors, Ray Romano, Patricia Heaton, Doris Roberts, Brad Garrett and Monica Horan

**NAB Broadcasting Hall of Fame – Radio**
Recognizes radio personalities or programs that have earned a place in broadcasting history.

*Steve Harvey*, national radio personality, television host and best-selling author

**NAB Crystal Radio Awards**
Given to individual stations for their exceptional year-round commitment to community service.

2014 Recipients:
- **KCVM-FM** Cedar Falls, Iowa
- **KHHT-FM** Los Angeles, Calif.
- **KSTP-FM** St. Paul, Minn.
- **KTAR-FM** Phoenix, Ariz.
- **KXKT-FM** Omaha, Neb.
- **KYNT-AM** Yankton, S.D.
- **WDHR-FM** Pikeville, Ky.
- **WLEN-FM** Adrian, Mich.
- **WWJ-AM** Detroit, Mich.
- **WZUS-FM** Decatur, Ill.

**NAB Engineering Achievement Award – Television**
Given for outstanding achievement in television engineering.

*Robert Seidel*, vice president, Engineering and Advanced Technology, CBS

**NAB Engineering Achievement Award – Radio**
Given for outstanding achievement in radio engineering.

*Jeff Littlejohn*, executive vice president, Engineering and Systems Integration, iHeartMedia, Inc.

**Technology Innovation Award**
Recognizes organizations that bring exhibits and demonstrations of significant merit to NAB Show and present advanced research and development projects in communications technologies.

*Ericsson Television Ltd.*

**NAB Best Paper Award**
Honors the author(s) of a paper of exceptional merit published in the proceedings of the NAB Broadcast Engineering Conference.

*Thomas Edwards*, FOX Network Engineering & Operations

**ACE Award (Awesome Cool Exhibits)**
Peer-driven awards recognizing NAB Show exhibitors for their innovations in booth design and execution.

Best Linear Booth: *Corning*
Best Small Island Booth: *DekTec*
Best Medium Island Booth: *Codex*
Best Large Island Booth: *Teradek*

NAB’s Gordon Smith presents national radio personality Steve Harvey with the NAB Broadcasting Hall of Fame – Radio award.

2014 NAB Show Fast Facts:

- **97,915** Media and entertainment professionals
- **26,367** International visitors from 156 countries
- **1,693** Members of the press
- **1,726** Exhibiting companies covering 947,178 net square feet
NAB President and CEO Gordon Smith; NAB Engineering Achievement Award – Television recipient Robert Seidel, vice president, Engineering and Advanced Technology, CBS; NAB Engineering Achievement Award – Radio recipient Jeff Littlejohn, executive vice president, Engineering and Systems Integration, iHeartMedia, Inc.; and NAB Joint Board Chair and Senior Advisor to YMF Media Charles Warfield Jr.

Tania Paz, vice president, Digital Media Operations and Technology, Telemundo Networks; Ann Marie Rohaly, director, Accessibility, Policy and Standards, Microsoft Corporate Accessibility Group; and Renu Thomas, senior vice president, Technology and Operations, Disney ABC Network Group, were honored at TVNewsCheck’s Women in Technology Awards presentation at the NAB Show.
Variety Senior Editor David Cohen moderates the “Gravity Gravitas” panel with Sound Editor Skip Lievsay and “Gravity” Cinematographer Emmanuel Lubezki at NAB Show.

NAB Show attendees gather on the exhibit floor to check out one of the many interactive displays.

At the 2014 NAB Show, SPROCKIT speakers introduced market-ready startups that could be industry game-changers.

(L to R) Variety Senior Editor David Cohen moderates the “Gravity Gravitas” panel with Sound Editor Skip Lievsay and “Gravity” Cinematographer Emmanuel Lubezki at NAB Show.
CCW+SATCON

NAB purchased CCW+SATCON, the largest and most powerful media, entertainment, video and communications technology conference and exposition on the East Coast, in December of 2013 and produced the event for the first time in November 2014. With its expansive show floor, presentations and sessions highly relevant to the media industry and content professionals, the event is widely recognized by exhibitors as more than a regional event, drawing attendees from across the U.S. and around the world.

2014 headliners included:

- **Kevin Cuddihy**, president, Univision Television Group (UTG), Univision Communications, Inc.
- **Brandon Burgess**, chairman and chief executive officer, ION Media Networks
- **Mike Rosellini**, vice president, Digital Operations, Hearst Television Inc
- **Ron Stitt**, group vice president, Digital Media, Fox Television Stations, Inc. (21st Century Fox)
- **Catherine Badalamente**, vice president, Digital Media, Graham Media Group
- **Steven Fastook**, senior vice president, Technical and Commercial Operations, CNBC
- **Michael Koetter**, senior vice president, Media Technology and Development, Turner Broadcasting, Inc.
- **Winston Caldwell**, vice president, Spectrum Engineering, Fox Networks
- **Elisabeth DeMarse**, chief executive officer, The Street
- **Roman Mackiewicz**, chief technology officer, Bloomberg Media Group
- **Diane Tryneski**, executive vice president, Media and Production Operations, HBO
- **John Landgraf**, chief executive officer, FX Networks and FX Productions
- **Richard M. Friedel**, executive vice president and general manager, Fox Networks Operations & Engineering
- **Stokes Young**, executive producer, Video and Multimedia, nbcnws.com
- **Mike Aloisi**, vice president, Distribution Technology, Satellite and Affiliate Services, VIACOM
- **John McCoskey**, executive vice president and chief technology officer, Motion Picture Association of America
- **Rob Aalseth**, DAF chief, MILSATCOM Advanced Concepts Division
From 4K Ultra HD and IP-based infrastructures to the next-generation standard and satellite news-gathering advancements, CCW+SATCON attendees explored the technologies that are impacting the future of broadcasting.

More than 300 exhibitors – over 70 of them new in 2014 – showcased a broad array of technologies at the CCW+SATCON exhibit floor.

CCW+SATCON welcomed more than 7,000 attendees from around the world to New York City.
Radio Show

In September, radio professionals from across the country came together in Indianapolis for the 2014 Radio Show to explore fresh ideas, revenue-generating strategies and the latest technologies, while networking with radio’s power players and thought leaders. Produced by NAB and the Radio Advertising Bureau, the Radio Show featured deep-dive training sessions covering all aspects of radio, insightful super sessions featuring the who’s who of radio and special events spotlighting the people and trends shaping the future of the business.

The 25th anniversary NAB Marconi Radio Awards Dinner and Show celebrated the best of radio, with five former honorees returning as hosts and a performance by four-time GRAMMY® Award nominee Hunter Hayes. In The Marketplace, attendees discovered exciting new products, services and technologies, and even got to show off their racing skills in an Indy 500 racecar simulator.
The following awards were presented at the 2014 Radio Show

**NAB National Radio Award**
Recognizes an individual for his/her significant or ongoing contribution to the radio industry in a leading capacity.

Bayard Walters, president, The Cromwell Group

**NAB Marconi Radio Awards**

- **Legendary Station**
  WFAN-FM New York, N.Y.

- **Non-Commercial Station of the Year** (newly added in 2014)
  WRHU-FM Long Island, N.Y.

- **Network/Syndicated Personality of the Year**
  Rush Limbaugh, Premiere Radio Networks

- **AC Station of the Year**

- **Major Market Station of the Year**
  KKBQ-FM Houston, Texas

- **CHR Station of the Year**
  KQKS-FM Denver, Colo.

- **Large Market Station of the Year**
  WTMJ-AM Milwaukee, Wis.

- **Country Station of the Year**
  KCYY-FM San Antonio, Texas

- **Medium Market Station of the Year**
  WOWO-AM Fort Wayne, Ind.

- **News/Talk Station of the Year**
  WLW-AM Cincinnati, Ohio

- **Oldies Station of the Year**

- **Small Market Station of the Year**
  KFGO-AM Fargo, N.D.

- **Religious Station of the Year**
  KLTY-FM Dallas, Texas

- **Major Market Personality of the Year**
  Kevin and Bean, KROQ-FM Los Angeles, Calif.

- **Rock Station of the Year**
  KROQ-FM Los Angeles, Calif.

- **Large Market Personality of the Year**
  Ryan and Shannon, KSTP-FM St. Paul, Minn.

- **Spanish Station of the Year**
  KLZT-FM Austin, Texas

- **Medium Market Personality of the Year**
  Kevin Miller, KIDO-AM Boise, Idaho

- **Sports Station of the Year**
  WBZ-FM Boston, Mass.

- **Small Market Personality of the Year**
  Dottie Ray, KXIC-AM Iowa City, Iowa

- **Urban Station of the Year**
  WHQT-FM Coral Gables, Fla.

(L to R) NAB Executive Vice President of Radio John David engages Chairman and CEO of iHeartMedia, Inc. Bob Pittman and CBS Radio President and CEO Dan Mason in a discussion about radio. At the Radio Show Luncheon, NAB’s Gordon Smith asks FCC Commissioner Ajit Pai to share his perspectives on what’s ahead for broadcasters.
State Leadership Conference
The NAB State Leadership Conference is the premier advocacy event for broadcasters, allowing them to meet with federal policymakers to discuss issues that affect television and radio. The conference includes a thorough update on legislative issues before Congress, as well as an opportunity to network with fellow broadcasters from across the country. In 2014, attendees heard from prominent policymakers, including Sen. Amy Klobuchar (MN), House Judiciary Committee Chairman Bob Goodlatte (VA-6) and FCC Commissioner Mignon Clyburn.

Small Market Television Exchange, Group Roundtable and Digital Think Tank
The Small Market Television Exchange (SMTE) is the only national gathering for small market group executives and station television managers in DMAs 76 and above. The Exchange focuses on innovative ways to attract emerging and non-traditional advertisers, suggestions to enhance a station’s position in the local marketplace and tips on turning good ideas into revenue-generating plans. An integral part of each event is the Money Makers competition. Twenty-five finalists are asked to showcase their best sales promotion. In 2014, the grand prize was awarded to WNCT-TV, from Greenville, N.C., for “Anti-Bullying PSA Contest.” The Roundtable is an invitation-only meeting for broadcast owners and executives who are responsible for overseeing operations and the financial success of their groups. These small market activities conclude with a meeting for corporate and station digital managers who are pioneering new paths for their organizations’ digital sales and content efforts.

NAB Futures
NAB Futures is an exclusive three-day conference for NAB-member senior-level radio and television broadcast executives responsible for positioning their companies and stations for success. The event brings together top thought-leaders, entrepreneurs and financial experts to discuss new ideas and opportunities that are shaping the future of broadcasting. Clayton Christensen, legendary innovation expert and best-selling author, was the keynote speaker in 2014. He was joined by Digital Lifestyle Expert™ Mario Armstrong, who presented the trends and products that may be the next big things in the consumer marketplace. Also this year, CTIA President and CEO Meredith Attwell Baker joined NAB’s Gordon Smith for a one-hour conversation on the issue of spectrum. Attendees were also able to see hands-on demonstrations of virtual reality, digital journalism tools and the latest in drone technology.

Account Executive Sales Seminar Series
Since 2005, the Account Executive (AE) Sales Seminar Series has provided live, interactive webcasts to meet the training needs of AEs with two years or less media sales experience. Starting in 2015, the AE Sales Seminar Series will become Strategic Sales Solutions (S3). S3 will provide tools to sharpen the skills of senior TV sales executives. Produced in partnership with the Television Bureau of Advertising (TVB), the webcasts deliver actionable advice and best practices from successful sales and marketing experts that stations can immediately implement. Topic areas to be covered in 2015 will include automotive, legal, furniture and quick serve restaurants (QSR).
Emmy-award winning TV host and Digital Lifestyle Expert™ Mario Armstrong shares his passion for teaching people how to use technology to enhance their personal and professional lives at NAB Futures.

Fly-In for Radio Group Executives
The Fly-In for Radio Group Executives is an invitation-only event for top level NAB member radio executives whose companies own or operate at least one station in at least three markets in the United States. It was held in February in Washington, D.C. Highlights include NAB President and CEO Gordon Smith’s candid one-on-one interview with FCC Commissioner Michael O’Rielly and a live performance by Washington D.C.-based satirical comedy troupe the Capitol Steps.

NAB Online Leadership Academy
The NAB Online Leadership Academy is an exclusive, members-only educational webcast series that provides broadcasters with professional development and valuable knowledge from prominent broadcast experts and leaders.

Small Market Television Exchange attendees gather to hear revenue-generating ideas.
The National Association of Broadcasters Education Foundation (NABEF) is a nonprofit organization that provides professional development for those seeking to grow their career in the broadcast industry—from entry level to executive ownership.

Above: Notre Dame Professor Ann Tenbrunsel walks the 2014 Executive Development Seminar participants through a negotiation exercise.

Left: Technology Apprenticeship Program participants prepare for their 2014 live webcast on the Connected Car.

Twenty Years of Preparing Leaders at Every Level
In 2014, the NAB Education Foundation celebrated a special anniversary – 20 years of offering programs and developing initiatives that reinforce the future of broadcasting through a commitment to education and to advancing excellence in the diversity and community service efforts of the broadcasting industry. Its offerings include:

**Broadcast Leadership Training program**
The Broadcast Leadership Training program is designed to improve the diversity profile of broadcast media ownership and prepare the next generation of media executives. The 10-month executive MBA-style program prepares participants to purchase radio and television properties, or move into more senior level executive positions in broadcasting. In 2014, 18 executives graduated, bringing the total number of broadcast professionals who have completed the program to 238. Graduates include general managers, general sales managers, owners and other department heads.

**Executive Development Seminar**
This four-day seminar is geared toward broadcast managers looking to increase managerial effectiveness. The program helps attendees obtain the skills needed to meet the changes and challenges of the rapidly evolving business environment in the communications space.

**Leadership Development Program**
Targeting the shining stars of broadcast professionals, the Leadership Development Program provides participants with the leadership tools needed to take on new levels of responsibility, focus on career advancement and demonstrate effective leadership.

**Media Sales Institutes (MSI)**
The Media Sales Institute is a 10-day intensive sales training boot camp held after college graduations. Students learn the basics of media sales, including winning sales strategies, networking, creating effective presentations and closing sales. Over 75 percent of the 2014 program graduates secured sales positions immediately. The four MSI partner schools are Arizona State University, Florida A&M University, Howard University and Ohio University.
Leadership Development Program
This six-month program is designed to expose high-tech graduates and professionals to the broadcast industry. Participants attend NAB Show, complete two-month internships at broadcast stations, visit an industry manufacturer, and present a webcast to the industry at the end of the program. Participants typically begin broadcast industry careers after completing the program. In 2014, the topic for the webcast was the Connected Car.

Technology Apprenticeship Program
This six-month program is designed to expose high-tech graduates and professionals to the broadcast industry. Participants attend NAB Show, complete two-month internships at broadcast stations, visit an industry manufacturer, and present a webcast to the industry at the end of the program. Participants typically begin broadcast industry careers after completing the program. In 2014, the topic for the webcast was the Connected Car.

Career Resources
Twice a year, the foundation hosts a career event for job seekers looking to start or advance a career in broadcasting. In partnership with the Broadcast Education Association (BEA), the first event occurs at the annual NAB Show and is the largest broadcast career fair in the country. In addition to traditional recruiter booths, attendees also benefit from onsite career coaching and information sessions. New in 2014, NABEF partnered with Quaestor Federal Consulting to provide recruiters and job seekers with veteran resources.

The second annual career event takes place as part of the Radio Show and offers a roundtable style networking opportunity for job seekers to interact with industry recruiters in a more intimate and small-group competitive setting.

The foundation also offers an online employment resource, BroadcastCareerLink.com. The site includes résumés from professional and entry level job seekers, allows employers to post job openings and offers webinars on career related topics and resources.

National Freedom of Speech PSA Contest
Each year, the NAB Education Foundation challenges America’s communications students from colleges and universities around the country to create public service announcements for radio and television that highlight the importance of free speech. The winning PSAs are made available for radio and television stations to air. First place winners in each category receive scholarship money. This national competition is presented in partnership with BEA.

The 2014 winners are:

Audio PSA: Emily Reas, Texas State University, “Your Power”

Video PSA: Naoya Uchida, Minnesota State University – Moorhead, “What if you didn’t have Freedom of Speech?”

2014 NABEF Congressional Golf Classic
NABEF held its third Congressional Golf Classic at the TPC Potomac golf course in Potomac, Md. Sens. Saxby Chambliss (GA) and Mark Udall (CO) and Reps. Phil Gingrey (GA-11) and Ron Kind (WI-3) served as honorary event co-chairs. The event benefits the foundation’s educational programs, supporting scholarships and fellowships that prepare women and people of color for leadership in the broadcasting industry.
Legendary singer, songwriter and 12-time GRAMMY® Award winner Paul Simon performing "The Sound of Silence."

Vivian Pickard, president of the General Motors Foundation and director of Corporate Relations for General Motors, accepting the Corporate Leadership Award.
Celebration of Service to America Awards

On June 17, broadcast industry leaders were joined by policymakers, members of the press and other Washington influencers to honor exceptional public and community service. Presented by the NAB Education Foundation with major support from Hubbard Broadcasting, Bonneville International Corporation and NAB, the 16th annual Celebration of Service to America Awards recognized radio and TV broadcasters for the extraordinary ways they serve their local communities.

Following are highlights of the 2014 Celebration of Service to America Awards:

- NABEF’s highest honor, the Service to America Leadership Award, was presented to renowned singer and songwriter and 12-time GRAMMY® Award winner, Paul Simon. Simon was recognized for his decades-long commitment to providing healthcare to underserved children across the country through the Children’s Health Fund.

- General Motors (GM) and the General Motors Foundation received the Corporate Leadership Award, created to recognize non-broadcast businesses that exemplify an extraordinary focus on community service. Formed in 1976, the GM Foundation provides vital support for education, health and human services, community development and environmental initiatives.

2014 Service to America Station Award Winners

Service to America Television Award
This award recognizes a television station for the totality of its efforts and its commitment to excellence in serving its community.

KUSA-TV Denver, Colo.
Gannett Broadcasting

Service to Children Awards for Radio and Television
These awards spotlight television and radio stations for outstanding programs, campaigns and public service announcements produced for the benefit of children.

Radio
WLEN-FM Adrian, Mich.
Lenawee Broadcasting Company

Television
KOBI-TV Medford, Ore.
California Oregon Broadcasting, Inc.

Service to America Community Awards for Radio and Television
This category honors radio and television broadcasters for individual campaigns, projects or programs that serve the public good or otherwise provide exemplary service to their local communities.

Radio
KSTP-FM Minneapolis, Minn.
Hubbard Broadcasting Inc.

Television
WCVB Boston, Mass.
Hearst Television Inc

Rachel Smith of ABC’s “Good Morning America” serving as master of ceremonies.
Presenting Partners
Hubbard Broadcasting Inc.
Bonneville International Corp.
National Association of Broadcasters

Platinum
Broadcasting & Cable
Gannett Broadcasting
Hearst Television Inc
LG Electronics

Gold
Cox Media Group
Patrick Communications LLC

Silver
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(L to R) Mark Cornetta, senior vice president, Gannett Broadcasting and president and general manager, KUSA-TV; Lynne Valencia, vice president of Community Relations, KUSA-TV; and Rep. Ed Perlmutter (CO-7).
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List current as of December 15, 2014
Defining 2015 and Beyond

In 2015, NAB will continue to advocate for broadcasters’ vibrant future by representing stations in our nation’s capital. As a new Congress and the FCC considers legislation and regulations that impact America’s radio and television broadcasters, NAB will ensure stations’ ability to serve their local communities is not jeopardized. And broadcasters will continue to define their future by capitalizing on new technologies that will enhance the delivery of the content viewers and listeners seek each day – local news, weather updates, emergency information, sports and entertainment.