Unique Challenges – Unique Solutions
For Small Market Television Stations

NAB understands the unique challenges small station operators face and is pleased to provide benefits to help you save money, reduce expenses, grow revenue, develop your staff and network with colleagues in the business.

As your primary advocate, NAB provides you with strong representation on Capitol Hill, at the Federal Communications Commission (FCC) and in the courts on many important issues, such as:

• Spectrum Auctions – Arming you with information needed to make critical business decisions. Ensured legislation authorizing the FCC to conduct spectrum incentive auctions contains the provisions needed to safeguard local television service during a voluntary incentive auction process.

• Retransmission Consent – Making the case to Congress and the FCC that government intervention would only disrupt the marketplace, resulting in fewer programming choices and services for your local television viewers.

• Reforming Ownership Rules – Working to remove out-of-date restrictions on ownership of broadcast outlets to permit you to compete more effectively and profitably operate your business.

Plus member benefits specifically for small market operators, including:

• Hotlines for answers to your regulatory and legislative questions at no additional cost
• Direct access to the NAB’s Technology team for answers to your engineering questions at no additional cost
• Account Executive Sales Seminar Series webcast
• Small Market Television Exchange
• Small Market Television Group Roundtable
• Small Market Television Advisory Committee
• Access to television market research and forecasts data to help make strategic decisions
• Savings on registrations for NAB Show and other conferences
• Savings on media liability insurance and property and casualty insurance underwritten by AXIS PRO and AmWINS Program Underwriters through your own agent
• Professional training programs to develop your staff and increase their effectiveness
• Access to a vast library of public service spots on a wide variety of topics
• Exclusive networking opportunities at conferences, meetings and events
• Timely advocacy and industry news through electronic newsletters such as NAB SmartBrief, NAB TV Tech Check, NAB Pulse and NAB@Work

Utilize NAB’s many member benefits to boost your small market operations and work in unity with fellow broadcasters who care about our industry’s future.

For more details on NAB Membership:
Visit nab.org    Email membership@nab.org
Call (202) 429 5400