

## ***Working together, radio and television can remain FREE and LOCAL!***

*“We are fighting for local TV and radio stations’ ability to deliver lifesaving information, news and entertainment free to all audiences. We will never lose sight of our mission to uphold the foundations of our democracy – the freedom of speech and of the press.”*

--Gordon H. Smith, President and CEO, National Association of Broadcasters

### **2015 Tennessee Association of Broadcasters**

Tennessee’s viewers and listeners have always recognized the difference in the value of broadcasting along with the significance and contributions to every local community. The ability of local viewers and listeners in every town to turn to their trusted local broadcasters for breaking news, severe weather updates, school closings and emergency alerts and warnings cannot be taken for granted.

Broadcasters serve as first-informers in times of disaster and crisis; often representing the only reliable and trusted source for timely, accurate and relevant local news and information. Working with federal, regional and local public safety officials, broadcasters are there when families seek critical life-saving information like the Child Abduction Amber Alert or our statewide Emergency Alert System.

Please never forget what broadcasters bring to the local economy. The value of broadcasting extends beyond lifeline reporting to the very communities they serve. Local stations help create jobs, contribute billions in annual Gross Domestic Products and services and generate millions annually in local fundraising efforts.

Historically, the powerful reach and influence of local broadcast has served as a change agent for those seeking to voice their concerns and advance social progress. If not for local broadcast stations carrying the voice of the community and delivering lifeline reporting to their audience, then who would serve in this vital role?

In 2015, local radio and television broadcasters across Tennessee continued to serve their communities in unique ways. As examples, our annual TAB survey says . . . .

- **Reporting the facts in live newscasts meant** 36 hours each week, an increase of 4 and ½ hours for WATE-TV in Knoxville. Over 13 hours of which was carried by another station. That meant over 4 new job positions supporting the economy. WBNT-FM, a small Oneida station carried an average of 32 hours of original, live, local newscasts weekly which was a 45 minute increase from the year prior. Chattanooga television station, WRCB-TV added 4 full-time and 2 part-time jobs as it increased original, live and local newscasts to 33.5 hours weekly from 29.5 in 2014. WAKM-AM radio, the Franklin Radio Associates, Inc. offers 24 hours of news each week. WYSH/WMYL and M&M Broadcasting in Knoxville reported an increase in newscasts to 5.6 hours weekly from 4 hours in 2014.
- **Providing local information and services for listeners and viewers was found** in programs like “Point of View,” the longest-running, locally produced public affairs television show in the country. The show began airing in 1954 on WDEF-TV, Channel 12, under the sponsorship of the Chattanooga City Adult Education Council (later known as the Arts & Education Council). The program airs each Sunday at noon on WDEF-TV, and was broadcast on several local radio stations on Sunday mornings in its early years. “Point of View” is designed to provide discussions on various local and national topics and issues, with guests and panelists providing their opinions. In addition to the

show's production in the studios of WDEF-TV, on occasions it was taped on location at WTCI-TV, Channel 45, and at the University of Tennessee Chattanooga with live studio audiences allowing interaction with the guests. "Point of View" continues in its 62nd year as a weekly public affairs show on WDEF-TV providing an opportunity for local citizens to express their "points of view" on various topics of community interest.

- **Helping neighbors in need and supporting local and national charities included**

Thunderbolt Broadcasting in west Tennessee. The station worked on the Blue Light Hunger Fight and gathered 2,100 cans of food standing on the street. The station also held their St. John's Radiothon for mentally challenged adults and contributed \$16,000 in four hours of "live, on air" pledges.

Thunderbolt's Radio-Can Caravan collected 10,175 cans of food from the local school system in one day to feed the hungry. A Nashville radio group, Midwest Communications Media contributed to ACS Strides for Cancer over 65 hours in station time and collected \$900,000. For Toys for Tots, the station devoted over 110 hours and gave \$25,000. For the March of Dimes it was over 50 hours and an \$8,000 collection. In Knoxville the Scripps Radio Group, WWST/WKHT/WCYQ and WNOX aired the station's own Radiothon and Dancing with Knoxville Stars which aired for 30 hours to raise \$251,000. For Ingles Milk Drive and Second Harvest Food Bank it was a 14 hour contribution to raise 1,200 gallons of milk. Kim's Ride for Strides for American Cancer Society the stations aired a 16 hour contribution to raise \$5,800. WMC-TV in Memphis worked with the Holiday Food Drive for 12 hours and gathered 220,000 meals and \$65,000. The station's Porter-Leath Toy Truck drive was 36 hours to collect more than 5,000 toys and \$35,000. For the St Jude Dream Home WMC-TV contributed another 40 hours and \$1.4 million.

- **In 2016, many stations** like Nexstar's Memphis television stations WANT, WLMT and WJKT expect to air at least 5,000 hours in investigative journalism, over 120,000 hours in news coverage and 100 hours in campaign debate and election coverage. WATE-TV in Knoxville looks for over 20 hours in investigative journalism, over 2,500 hours in newscasts, and more than 100 hours in emergency weather information in 2016. The station will give a minimum of 75 hours to campaign debate and election coverage. WDEF-TV in Chattanooga anticipates airing programming in 2016 to include: Investigative Journalism: over 200 hours, News Coverage: over 1400 hours, Emergency Weather: 200 hours as necessary and Debate & Election Coverage: over 500 hours.

And, did you know:

- 245 million people listen to the radio each week
- 66+ million Americans rely on broadcast television through an over-the-air antennae
- 37% of homes that rely on TV using just an OTA antennae are minority households
- 2.49 million jobs are created by the broadcasting industry
- \$1.19 trillion is generated annually by the local radio and television industry in economic activity
- Over \$10 billion is generated by local radio and television stations in community service in a single year
- Broadcast news remains the #1 source for news and information, outpacing other platforms

Thanks for your interest and attention to our business.

Sincerely,

**Whit Adamson**  
**President**

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