NAB Priorities to begin the 117th Congress

1) Preservation of Local Journalism

In the age of Big Tech, Congress is focusing on hearings and potentially new legislation to pull back their market power on a range of issues. Specific to broadcasters and NAB, we are focused on the advertising space and their market dominance there. This will involve closely monitoring and engaging, where appropriate, in the current Section 230 immunity debate for the tech companies, legislation related to the tax treatment of advertising on various mediums, allowing broadcasters and other journalists to band together to negotiate for fair compensation from the tech platforms when they retransmit our content, among other issues which will surely arise.

2) Performance Royalties

We are planning to have the Local Radio Freedom Act reintroduced in the coming weeks and will once again push to get 218 co-sponsors in the House and continuing to move our cosponsor numbers up higher in the Senate this Congress as well. The Department of Justice recently announced that after a four year review of the ASCAP and BMI consent decrees they are not going to push for any changes, but this is an issue which will likely come up again in the new Congress. The House and Senate Judiciary Committees have never been particularly friendly territory for the radio industry however this Congress they are made up of more broadcast supporters than any other time in recent history and we will cultivate those supporters and continue to find more.

3) COVID Relief

Congress is focusing on unemployment insurance, vaccine roll out and school reopenings in their next COVID package. We were very successful in expanding the PPP loan program in the last COVID package to include more broadcasters and allow for second loans for many broadcasters, so our focus currently is on educating the Administration about the importance of broadcasters in the vaccine roll out and pushing them to use our platform for any advertising campaigns going forward this year to educate the public.

4) Advertising Tax

This issue will once again be a battle in Congress as they are considering another tax package and will be looking for revenue offsets to pay for it. We are starting in a good place with many Members of Congress knowing how advertising is the lifeblood of broadcasting and any threats to that revenue source would be devastating to our ability to continue serving local communities. This will be an ongoing effort.

5) Broadcast Diversity

Diversity will be a pillar of many things that the 117th Congress will be working this year and we will continue pushing for the reinstatement of the Tax Certificate as well as working with the Hill on other pieces of legislation aimed at increasing diversity. We expect numerous hearings on this topic and educating Members about what broadcasters are doing and are committed to continuing to do to increase diversity throughout our ranks will be a top priority.