

# WEAREBROADCASTERS

## Defining Broadcasters for the 114th Congress

### How You Can Help

It is NAB's goal to educate policymakers about the many ways broadcasters serve their local communities and how they are innovating to better serve their listeners and viewers. But we need your help. Below are suggestions for how you can participate in NAB's We Are Broadcasters campaign:

#### Air spots

- Air [the spots](#) provided by NAB throughout the year, utilizing available inventory. Stations outside the Washington, D.C., market should air spots more heavily when Congress is in recess and lawmakers are more likely to be in their home state. Consult the [congressional calendar](#) to view recess times.
- Share the spots with your employees and with members of Congress when they visit your station. Make sure your legislators know that you are airing these spots frequently.

#### Utilize online assets

- Utilize NAB's [banner ads](#) to link to WeAreBroadcasters.com.
- Embed the [:60 TV spot](#) on your website.
- Highlight your stations' local community efforts on your website; link to WeAreBroadcasters.com's ["Helping Communities"](#) page.

#### Promote messages through social media channels

- On Twitter, Facebook and Instagram, tag messages about your local community efforts with the campaign hashtag: #WeAreBroadcasters. Don't forget to follow NAB at [@nabtweets](#) so we can retweet your great work. Follow us on Instagram, [instagram.com/wearebroadcasters](#), where you will find other examples of stations' great work.
- Share the :60 TV spot and the WeAreBroadcasters.com website on your social media pages.

#### Tell Your Story to Congress

Take every opportunity to share with legislators and their staff how local broadcasting is unique – when they are in your station, when you meet with them at their office or when you meet them at a local event. Amplify the many ways you support your local communities. Broadcasters are:

- First informers during times of crisis; we are reliable when other forms of communication are not.
- The most trusted source of news, utilizing local reporters and investigative journalists to uncover stories.
- Supporting local and national charities and helping our listeners and viewers in times of need.
- Innovating and investing in new technologies to provide better services for listeners and viewers – online, on air and on the go.
- Providing jobs in every local community and connecting local businesses with local consumers, spurring economic activity.

For campaign materials, visit [WeAreBroadcasters.com/resources](#). Questions? Contact us at (202) 429-5310 or [WeAreBroadcasters@nab.org](#).



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