UNLEASHING INNOVATION:
SERVING LOCAL COMMUNITIES IN NEW WAYS
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.
Broadcasters Unleashed
Message from NAB Joint Board Chair and President and CEO
Unleashing the Power of Local Broadcasting
Unleashing Political Action
2016 Highlights
Unleashing Broadcast Content Anytime, Anywhere
Unleashing a Unified Voice in Broadcasting
Unleashing Opportunities for Growth and Development
Unleashing Potential in Broadcasting
Unleashing Engagement and Leadership
BROADCASTERS UNLEASHED

17,294 total broadcast stations in the United States
15,516 full-power radio stations
1,778 full-power television stations

268 million people listen to radio each week

2.49 million jobs created by the broadcast industry

$1.19 trillion generated annually by the local radio and television industry in economic activity

70 million Americans rely on broadcast television through an antenna

38.5% of homes that rely on TV using an antenna are minority households

$10+ billion generated by local radio and TV stations in community service in a single year

Broadcast news remains the #1 source for news and information, outpacing other platforms
Throughout 2016, local radio and television stations continued to unleash innovation, investing in and rolling out new technologies to better serve their local communities. Just like serving as a lifeline for listeners and viewers, innovation is also at the core of broadcasters’ DNA.

Always at your fingertips – on laptops, smartphones and digital dashboards – broadcasters strive to make their signals available on every device so they can always deliver the local news, weather, emergency updates and entertainment their communities rely on every day.

In 2016, several major events reminded us of local stations’ integral role in our communities and the importance of being accessible on all platforms.

During Hurricane Matthew, local broadcasters worked around the clock to tell their communities when to evacuate and where to seek shelter. Listeners and viewers followed their local stations on their TVs, radios, smartphones and tablets, connecting to a vital lifeline wherever they were.

In this election year, Americans turned to their local radio and television broadcasters as trusted and objective news sources to learn more about the candidates and issues on the ballots. A Pew Research/Knight Foundation poll revealed that among those who are civically engaged – the people who are actively involved in their communities, vote and volunteer – a great majority said they turn more often to local TV and radio to get the news they trust, far more than social media. And in response to the growing opioid epidemic ravaging many families in our country, broadcasters joined a nationwide, multi-faceted campaign led by NAB and the Partnership for Drug-Free Kids to help end senseless deaths and devastation caused by opioid abuse.

Knowing how deeply our communities rely on their local stations compels NAB to strongly advocate on their behalf in our nation’s capital, ensuring broadcasters can be found on every platform – and always for free.

As a new Congress and administration begin in 2017, we look forward to educating new and returning legislators about the important role of local radio and television stations in the American lifestyle and the issues that impact them.

Working in unity with our members, we will strengthen broadcasters’ ability to unleash innovation that will propel them and their mission to serve their communities well into the future.

Dave Lougee
NAB Joint Board Chair

Gordon H. Smith
NAB President and CEO
Unleashing the Power of Local Broadcasting

Broadcasters use the power of media and technology to provide listeners and viewers with information about the issues that impact their lives. NAB educates policymakers on the impact of legislation and regulations on broadcasters’ ability to serve their communities.

**SPECTRUM INCENTIVE AUCTION:** Throughout 2016, NAB worked with the Federal Communications Commission (FCC) and Congress to promote a successful broadcast spectrum incentive auction. While ensuring the auction encouraged station participation, NAB also worked to ensure that non-participating broadcasters would be held harmless. Specifically, television stations forced to move to new channels following the auction should be reimbursed for the full costs of transitioning as Congress intended, and no station should be forced off the air if it is unable to move to its new channel for reasons outside the station’s control. A significant advocacy effort by broadcasters and NAB led to the circulation of draft bills in both the House and Senate in 2016 that ensure viewers’ uninterrupted access to their local TV stations following the spectrum incentive auction. Going forward, NAB’s advocacy will focus on minimizing the disruption to viewers of TV stations required to relocate and ensuring that stations will be able to innovate and continue serving their communities well into the future.

**PERFORMANCE TAX:** Performance tax legislation, supported by the big foreign-owned record labels, could financially cripple local radio stations, harming the millions of listeners who rely on local radio for news, emergency information, weather updates and entertainment every day. In 2016, NAB continued to work with congressional leaders to grow the number of bipartisan cosponsors of the Local Radio Freedom Act, a resolution that opposes a performance tax and recognizes the critical role local radio plays in every community. At the end of the year, 232 members of the House supported the Local Radio Freedom Act – a majority large enough to block performance tax legislation. In addition, 27 senators supported the resolution. NAB thanks the local stations that helped to garner support for this resolution, ensuring performance tax legislation would not gain traction.

**STREAMING:** The Copyright Royalty Board (CRB) sets the rate for streaming music every five years. As part of its rate-setting decision for 2016–2020, the CRB reduced rates for terrestrial radio station streaming by 32 percent, following aggressive broadcaster advocacy. NAB has now intervened in the federal lawsuit challenging the CRB’s decision to ensure the rate reduction remains in place. NAB also is working in another CRB proceeding to prevent the recordkeeping and reporting requirements imposed on radio stations that stream from becoming more onerous, especially for smaller stations.
As the chief advocate for America’s broadcasters in the nation’s capital, NAB is educating policymakers on the vital role local radio and television stations play in their communities and the issues that impact them.
NAB is participating in court cases from California to Florida to New York to oppose the imposition under state laws of a performance royalty for pre-1972 sound recordings, which could lead to higher streaming fees for broadcasters that play music recorded before 1972. Also in 2016, NAB reached waiver agreements with Sony Music Entertainment and Warner Music Group that allow radio broadcasters to continue bringing Sony and Warner artists to millions of listeners online without risking copyright liability. NAB remains committed to ensuring that streaming is a viable option for local stations across the country.

RETRANSMISSION CONSENT AND PROGRAM EXCLUSIVITY: During 2016, NAB worked at the FCC and on Capitol Hill to ensure local stations are able to deliver the local news, emergency information and the most-watched entertainment and sports programming viewers rely on every day. In the past year, the FCC completed its reexamination of rules obligating broadcasters and pay-TV providers to negotiate retransmission consent agreements in good faith. While the pay-TV industry urged the FCC to increase cable and satellite operators’ negotiating leverage at the expense of broadcasters, NAB successfully explained that tilting these marketplace negotiations would prevent local stations from obtaining fair compensation for pay-TV operators’ resale of valued broadcast signals, ultimately harming viewers who rely on broadcast programming. FCC Chairman Tom Wheeler announced last summer that the agency’s review showed no new rules governing retransmission consent negotiations were needed and that the FCC would not alter its existing good faith rules. The FCC had also previously proposed to eliminate rules permitting efficient enforcement of broadcasters’ contractual network non-duplication and syndicated exclusivity rights, which threatened broadcasters’ ability to recoup their investments in programming and earn the advertising revenue necessary to provide locally-oriented programming. NAB vigorously opposed the FCC’s proposal and received support on the issue from the leadership of the Senate Commerce and Judiciary Committees. As a result, the FCC to date has not adopted the proposal.

ADVERTISING DEDUCTIBILITY: NAB continued to oppose harmful changes to the tax treatment of advertising that would make it more costly for businesses to reach their customers through local radio and television ads. Broadcast stations derive the vast majority of their revenues directly from advertising and use that revenue to support local jobs and programming. Denying businesses the ability to deduct advertising costs as ordinary and necessary business expenses would make advertising more costly and could have a detrimental impact on businesses and local stations. NAB will remain vigilant in its educational and advocacy efforts in the 115th Congress.

REFORMING BROADCAST OWNERSHIP RULES: The communications ecosystem has dramatically changed with the advent of digital technologies and the internet. Yet, outdated restrictions, such as the 1975 rule preventing common ownership of a printed daily newspaper and even a single broadcast station in the same local market, remain intact. These rules are no longer necessary, and in today’s media landscape are unfair and hurt competition.
NAB is working to remove antiquated restrictions and allow stations to compete more effectively in the modern marketplace. At the end of 2016, House Energy and Commerce Committee Chairman Greg Walden (OR-02) and Rep. John Yarmuth (KY-03) introduced legislation to eliminate the outdated ban restricting ownership of a broadcast station and newspaper in the same market. Last fall, the FCC streamlined its rules and procedures for broadcasters seeking FCC approval for foreign ownership interests, providing the broadcast industry with increased opportunities for obtaining investment from additional sources. And, as a result of NAB’s previous successes on Capitol Hill, the FCC, when adopting rules making most television joint sales agreements (JSAs) count toward the limits on local ownership of TV stations, grandfathered existing JSAs through September 30, 2025. In 2017, NAB will continue fighting for updated ownership rules at the FCC and before Congress.

NEXT GENERATION TV: NAB, along with consumer technology, public television station and public safety groups, petitioned the FCC to approve station use of a new standard for Next Generation Television on a voluntary basis. Next Generation TV will allow broadcasters to offer significantly enhanced video and audio, as well as new innovative services for free to viewers. In 2017, NAB will continue to advocate for stations’ ability to choose to deploy Next Generation TV technology for the benefit of their viewers.

NAB POLITICAL ACTION COMMITTEE: The NAB Political Action Committee (NABPAC) plays a key role in the broadcast industry’s advocacy efforts. NABPAC aggregates resources from NAB members to support pro-broadcast candidates and policymakers who recognize the importance of local radio and TV stations in every community. In 2016, 830 donors participated in NABPAC’s efforts, a new record-high number of participants. The annual fundraising totaled over $1.2 million, a 3 percent increase over 2015. Through NABPAC, broadcasters are engaging in the political process to help shape the future of the industry.
Thank you to the following NABPAC members who are engaging in the political process and making broadcasting strong.

### 2016 NABPAC TRUSTEES

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Since its inception in 1972, NABPAC has contributed $12.6 million from leaders in the broadcasting industry to members of Congress and congressional candidates.
Members of NABPAC’s prestigious A-List make a personal contribution of $5,000 in a calendar year.

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Contributions to NABPAC are for political purposes. All contributions to NABPAC are voluntary. You may refuse to contribute without reprisal. Contributions to this committee are not deductible on federal tax returns. Federal law requires NABPAC to use its best efforts to collect and report the name, mailing address, occupation and name of employer of individuals whose contributions exceed $200 in a calendar year.
Coalition Petitions FCC to Approve Voluntary Use of Next Gen TV
The groundwork was laid for the implementation of Next Gen TV with a petition to the FCC from NAB, America’s Public Television Stations, the Consumer Technology Association and the AWARN Alliance.

FCC Concludes Retransmission Consent Review
In a victory for broadcasters, FCC Chairman Tom Wheeler concluded after an exhaustive review of the retransmission consent process that no new rules were needed.

Broadcasters Unveil Opioid Campaign on Capitol Hill
Local and network radio and TV broadcasters across the country committed to raising awareness of the opioid crisis by participating in a multi-platform campaign led by NAB and the Partnership for Drug-Free Kids. Policymakers applauded this extraordinary effort.

NAB Labs Becomes PILOT
NAB's innovation arm evolved to become PILOT - Navigating Broadcasting’s Future. With this initiative, a coalition of leading companies, organizations and educators are working to advance broadcast technology and innovation to build the future of broadcasting.

Continued Success of We Are Broadcasters Campaign
The “We Are Broadcasters” campaign entered its third year, reminding legislators and constituents that local broadcasters are always on and always there, bringing communities the news, entertainment and information that keeps them connected.

Broadcast Innovations Event Showcases Cutting-Edge Technology
NAB, in partnership with PILOT, held the first-ever Broadcast Innovations event in Washington, D.C., highlighting to policymakers how local stations are capitalizing on and investing in emerging technologies to better serve their communities.
Legislation to Eliminate Outdated Broadcast Ownership Rules Introduced in House

Broadcasters lauded the introduction of legislation that would eliminate decades-old broadcast ownership rules and allow local TV and radio stations to compete on a level playing field in the digital media marketplace.

Local Radio Freedom Act Garners Strong Bipartisan Support in Congress

By the end of 2016, nearly 260 bipartisan members of the House and Senate cosponsored the Local Radio Freedom Act, opposing a performance tax and showing their support of local stations’ critical role in their communities and their listeners.

NAB Offers New Drone Guidance for Members

NAB provided its members with guidance on using drones for newsgathering, including recommendations and best practices for helping stations meet the Federal Aviation Administration’s requirements for legally operating drones.

Legislators Introduce Draft Bills to Protect Viewers Following Spectrum Auction

Draft bills introduced in the House and Senate would ensure viewers’ uninterrupted access to their local TV stations following the spectrum incentive auction.

2016 Radio Show Posts Highest Attendance in a Decade

The 2016 Radio Show brought together nearly 2,300 attendees from every sector of the radio business in Nashville, Tenn., and offered thought-provoking sessions, wall-to-wall live entertainment and celebrations of radio excellence, as well as unique musical performances.

Broadcasters Inform Voters During Critical Election Cycle

Radio and television broadcasters across the country donated thousands of hours in free airtime to provide voters with critical information about the candidates and issues on the ballot.
INNOVATION

Unleashing Broadcast Content Anytime, Anywhere

Local radio and television stations play a vital role in every community and continue to innovate to always be there for their listeners and viewers – wherever they may be.

PILOT

PILOT (formerly NAB Labs) is the association’s innovation engine, which provides a venue for broadcasters to engage with, develop and test new technologies. It also increases awareness about emerging technology developments and broadcast innovations. PILOT maintains membership in several organizations dedicated to fostering new technologies, including the Center for Innovation Management Studies (CIMS), The Dingman Center for Entrepreneurship and the Washington, D.C.-based startup hub 1776.

In 2016, PILOT unveiled a membership program that enables technology partners to work more closely with broadcasters to accelerate innovation and capitalization opportunities. Charter members of PILOT include Accenture, Akamai, Frankly, Google, Lakana, Nielsen, Shareablee and Yahoo.

At the 2016 NAB Show, PILOT successfully premiered its Digital Futures Exchange (DFX), a day-long workshop on digital trends, strategies and examples for local broadcast markets.

In June, PILOT debuted its Innovation Challenge, an annual search for ideas stimulating broadcast innovation. Participants of the inaugural competition submitted their ideas in response to the question, “How might local television and radio broadcasters engage their communities with next generation content on any device, whether big, small or moving?” Three winning projects were selected from more than 150 submissions.

Also in 2016, PILOT held the first-ever Broadcast Innovations event at the Newseum in Washington, D.C. Before an audience of policymakers and congressional and regulatory staff, the event showcased ultra high-definition broadcasts of Next Generation TV of the Olympics from NBCUniversal and WRAL, drone technology and included demonstrations from various broadcast and related industry innovators. It also featured panel discussions on localism and broadcast innovation and remarks from Rep. Greg Walden (OR-02) and Sen. Brian Schatz (HI), as well as an interview with U.S. Olympic gold-medalist swimmer Allison Schmitt.
Drone technology at work at the Broadcast Innovations event in Washington, D.C.
Throughout the year, PILOT pursued numerous activities and initiatives supporting progress in broadcast radio and television technology:

• **HYBRID FM RADIO:** PILOT has been at the forefront of developing technology that utilizes over-the-air radio receivers and internet access in mobile devices to provide smartphone users with a spectrally smart option for entertainment and emergency information. During 2016, PILOT’s exclusive research indicated that the number of FM-enabled smartphones reached record levels. Meanwhile, PILOT released software enabling application developers to create Android mobile apps that access the FM receivers on these smartphones.

• **NEXT GENERATION TELEVISION:** NAB and PILOT continue to foster the evolution of broadcast television through evaluation, standards development, prototyping of a home gateway device and over-the-air testing of the Next Generation TV (ATSC 3.0) system. Working with the Consumer Technology Association (CTA) and the Advanced Television Systems Committee (ATSC), NAB presented a live, over-the-air demonstration of Ultra HD delivered by Next Gen TV at the 2016 NAB Show in Las Vegas. Later in the year, NAB worked with Tribune to launch an experimental Next Gen TV test station in Cleveland, Ohio, and facilitated the live broadcast of a 2016 World Series game with FOX.

• **INVESTMENTS IN STARTUPS:** PILOT continues to seek opportunities that can improve the broadcast business. Recent investments include projects involving online streaming content aggregation and engagement tracking, and big data collection and analysis.

• **FUTURES PARK, POWERED BY PILOT:** Each year at NAB Show, PILOT presents a special section of the exhibit floor devoted exclusively to demonstrations of the latest media-related research and development projects, giving attendees a peek at the industry’s future before these emerging products and services become available in the marketplace.

• **TECHNOLOGY COMMITTEES:** NAB’s Technology team and PILOT maintain three membership committees that consider critical subjects affecting the broadcast industry – the Radio Technology, Television Technology and Digital Officer Committees.

• **CYBERSECURITY PORTAL:** PILOT established an online resource that provides essential information and recommendations for broadcasters to address the evolving challenge of cyber attacks.

To learn more about PILOT, visit nabpilot.org, like NAB PILOT on Facebook or follow @nabpilot on Twitter.
FCC Chairman Tom Wheeler views a demonstration of Next Generation TV capabilities via the PILOT Gateway in Futures Park at NAB Show.

Gordon Smith and PILOT’s John Clark congratulate the PILOT Innovation Challenge winners at NAB Futures: (L to R) First place winners Robinne Burrell and Trina Das Gupta; second place winners Elise Hackney and Jordan Sales; and third place winner Chandra Clark.

Attendees check out PILOT’s latest projects in Futures Park at NAB Show.
MEMBERSHIP

Unleashing a Unified Voice in Broadcasting

While broadcasters are busy running their businesses at home, NAB has their backs in Washington, D.C., fighting for policies that strengthen local stations, protecting them from unnecessary federal burdens and offering resources to decrease costs and increase revenue. Through NAB membership, broadcasters unify in their efforts to ensure a vibrant future for broadcasting.

NAB MEMBERSHIP

In addition to being the premier trade association for broadcasters, NAB provides numerous resources to keep its radio and television members apprised of legislative and regulatory issues, including talking points, issue briefs and additional tools to help broadcasters engage with legislators on important policy issues. Whether commercial or noncommercial, or in small, medium or large markets, NAB advocates on behalf of all its members in Congress, at the FCC and before the courts, ensuring stations’ ability to serve their local communities.

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

Members have unlimited access to NAB’s legal and technology experts at no additional cost, access to free year-round educational webcasts and podcasts for staff, discounts to conferences and much more.

Other resources include:

- Legal hotline
- Online advocacy tools and resources
- Direct access to engineering and technology experts
- Professional development resources
- Media liability insurance program with AXIS Pro
- Property and casualty insurance program with AmWINS Program Underwriters
- Publication discounts at NABStore.com
- Market research and forecasts

Learn more about the many benefits available to members at nab.org/MemberBenefits.
NAB members work in unity to ensure local stations are able to deliver the local news, emergency updates and other valuable services their communities rely on every day of the year.
NAB PUBLIC SERVICE

NAB highlights the unique impact that stations have in their local communities by interacting with policymakers and the press via digital media and events. NAB hosts nabspotcenter.org, an online platform where broadcasters can download free radio and television public service announcements (PSAs) on issues of national concern from a variety of nonprofit organizations. NAB is preparing for the 2017 Congressional PSA campaign, through which members of Congress and their families are invited to tape PSAs on topics such as cancer prevention, support for our troops and opioid abuse.

DIGITAL NEWS AND UPDATES

NAB produces several digital newsletters and blogs 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 the legislation and regulations affecting broadcasters, as well as updates on how broadcasters are innovating.

SmartBrief, a daily e-newsletter, provides the latest need-to-know industry news from hundreds of sources.

Broadcast Blog is produced by NAB’s Technology team and updates members on technology issues facing the radio, television and new media worlds, navigating digital trends and innovations and technological challenges that impact the industry. Visit nabpilot.org/blog to learn more.

Policy Blog shares insights from NAB’s policy experts on the issues at play in Congress or at the FCC that are impacting local radio and television stations. Learn more at blog.nab.org.

Licensed to Serve is a monthly e-newsletter that highlights radio and television broadcasters’ commitment to their local communities. Beyond NAB members, it is sent to policymakers and the press. All featured stories, plus many more, are included in the interactive U.S. map found at BroadcastPublicService.org and shared on Twitter and Facebook through @BroadlyServing.

Local radio and TV stations strive to help their communities in many ways, including raising millions of dollars for charities.
NAB’s e-newsletter Licensed to Serve features stories on local radio and TV broadcasters’ unparalleled community service, such as radiothons and food drives to help fight hunger.
NAB offers numerous events and professional development programs that provide broadcasters and media professionals with opportunities to discover their career potential, network with colleagues, learn new skills, get insights into policy issues and business trends and explore new technologies.

**NAB SHOW—WHERE CONTENT COMES TO LIFE®**

In April, attendees representing every sector of the broadcast, media, entertainment and technology industries converged in Las Vegas to embrace the immersive experiences reshaping the media marketplace. Through an expansive show floor showcasing market-ready startups, a live studio, hundreds of sessions and special events, the 2016 NAB Show provided the ultimate destination to explore next-gen opportunities.

In 2016, headliners included:
- Dan Ackerman, senior vice president, Programmatic TV, AOL
- Daniel Alegre, president, Global Partnerships, Google
- Pierre Bouvard, chief marketing officer, Cumulus | Westwood One
- Rob Bredow, chief technology officer, Lucasfilm
- Ilene Chaiken, showrunner, “EMPIRE”
- Andrews Daines, CEO, FanVision Entertainment
- Oscar De La Hoya, chairman and CEO, Golden Boy Promotions
- Stephen Espinoza, executive vice president and general manager, Showtime Networks, Inc.
- Danny Keens, head of Sports Partnerships, Twitter
- Ang Lee, renowned filmmaker
- Aaron Luber, head of Content Partnerships, Google VR
- Neal Mohan, chief product officer, YouTube; senior vice president, Google
- Gary Newman, chairman and co-CEO, Fox Television Group
- Michael Paull, vice president, Digital Video Amazon
- Stacey Lynn Schulman, executive vice president, Strategy and Analytics, Katz Media Group
- Andy Shenkler, chief solutions and technology officer, Sony DADC New Media Solutions
- Ben Sherwood, co-chairman, Disney Media Networks; president, Disney | ABC Television Group
- Dana Walden, chairman and co-CEO, Fox Television Group
- Morgan Wandell, head of Drama Development, Amazon
- Marshall Zelaznik, executive vice president and chief content officer, UFC

**2016 NAB SHOW FAST FACTS**

- **102,513** Media and entertainment professionals (including academia, advertising, film, gaming, live events, military, mobile, post-production, radio, retail, security, social media, sound, telecommunications, television, video and virtual and augmented reality)
- **26,781** International visitors from 160+ countries
- **1,589** Members of the press
- **1,874** Exhibiting companies covering 1 million+ net square feet
Nearly 103,000 attendees packed NAB Show’s floor, exploring new technologies and services from over 1,800 exhibitors.
NAB Distinguished Service Award
Recognizes broadcasters who have made significant and lasting contributions to the broadcasting industry.

Bob Woodruff, correspondent, ABC News

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

Chuck Lorre, executive producer, “Mike & Molly,” and co-creator and executive producer, “The Big Bang Theory,” “Mom”

Television Chairman’s Award
Recognizes individuals for significant breakthroughs in television.

KeKe Palmer, film, television and stage actress

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

Mike Golic and Mike Greenberg, hosts of ESPN Radio’s “Mike & Mike”

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

KNDE-FM College Station, Texas
KNX-AM Los Angeles, Calif.
KPRS-FM Kansas City, Mo.
KRLC-AM Lewiston, Idaho
KTAR-FM Phoenix, Ariz.
WBAB-FM Long Island, N.Y.
WCCO-AM Minneapolis/ St. Paul, Minn.
WJBR-FM Wilmington, Del.
WRLT-FM Nashville, Tenn.
WWJ-AM Detroit, Mich.

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

Richard Chernock, chief science officer, Triveni Digital
NAB Engineering Achievement Award – Radio
Given for outstanding achievement in radio engineering.

Andy Laird, former vice president and chief technology officer, Journal Broadcast Group

NAB Digital Leadership Award
Honors an individual at a broadcast station, group or network who has had a significant role in transforming a traditional broadcast business to succeed on digital media platforms.

Adam Symson, senior vice president and chief digital officer, The E.W. Scripps Company

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.

4Ever-2 Project

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

“TV Globo Brazil Goes OTT with Simulcast, VOD and 4K on the Cloud,” written by Marcelo Souza, Fabio Ferraz, Fabio Castro, Fabio Areas, Leandro Pena, Edson Alves and Lucas Muratori of TV Globo, and Igor Macaubas and Rafeel Pereira of Globo.com

ACE Award
Peer-driven awards recognizing NAB Show exhibitors for their innovations in booth design and execution.

Best Linear Booth: FreeAxez

Best Small Island Booth: Samsung Electronics America

Best Medium Island Booth: Christie Digital Systems

Best Large Island Booth: Avid
NAB Show attendees are treated to live demonstrations of new products from across the broadcasting industry.

Cutting-edge technology can be found in many of the exhibitor booths at NAB Show.

An attendee takes the opportunity to participate in a live demonstration at an exhibitor’s booth.

Attendees get access to the hottest new technologies and products, including virtual reality headsets.
Demonstrations of new drone technology are a favorite among NAB Show attendees.
Books, manuals and other tools for broadcasters are on sale at the NAB Store.

FCC Chairman Tom Wheeler learns more about the future of radio broadcasting at NextRadio’s booth.

At the NAB Hub, attendees learn more about the variety of programs and services NAB offers to broadcasters.

NAB Chief Technology Officer Sam Matheny speaks at Futures Park, where the future of broadcast technology is showcased.
Kim Komando, radio host and web entrepreneur, keynotes the Radio Luncheon.

Hands-on experience is an invaluable part of the NAB Show experience.

An attendee takes a closer look at a Nokia Ozo virtual reality camera that captures 360° spherical video and 360x360 surround sound on the show floor.

(L to R) Lt. General Raymond P. Palumbo, OUSD; Phil Oakley, Quaestor Federal Consulting; Craig Bowman, Verizon; Marady Leary, U.S. Chamber of Commerce; and Randy Smith, U.S. Department of Labor, after their symposium on outreach to U.S. military veterans.
NAB SHOW NEW YORK

As the largest and most powerful content and communications technology conference and exposition on the East Coast, NAB Show New York offers a unique combination of exhibits, on-floor sessions and conferences inspired by the New York media and entertainment market. Drawing attendees from across the U.S. and around the world, NAB Show New York provides value and opportunity unsurpassed by any event in the region and introduces the industry to new technologies and product launches six months before NAB Show in Las Vegas.

In 2016, NAB Show New York welcomed the NAB Education Foundation Excellence in Innovative Technology Awards program honorees, as well as NAB PILOT’s Innovation Challenge winners. A new record-high attendance of 15,500 was set. In 2017, NAB Show New York will co-locate with the Audio Engineering Society Annual Convention.

2016 headliners included:

- **Jack Abernethy**, CEO, Fox Television Stations, co-president, FOX News Channel
- **Mario Armstrong**, host of live streaming show “Never Settle,” contributor, NBC “Today” show
- **Mike Chapman**, managing director, Accenture Strategy
- **Michael DeMarco**, senior vice president, Operations, Intelsat
- **Jim Denault**, ASC, “Silicon Valley,” “Trumbo,” “Boys Don’t Cry”
- **Bob Gruters**, U.S. group lead, Tech/Telco, Entertainment, Restaurants, and Multicultural, Facebook
- **Amy Kule**, group vice president, Macy’s Parade and Entertainment Group
- **Lewis Henderson**, CEO, Davie Brown Entertainment and The Marketing Arm
- **Steve Lacy**, anchor, FOX 5 News at 5 and FOX 5 News at 10

- **Soledad O’Brien**, host, “Matter of Fact with Soledad O’Brien”; CEO, Starfish Media Group
- **Pat LaPlatney**, president and CEO, Raycom Media
- **Barry Libert**, CEO, Open Matters
- **Al Roker**, TV personality/founder, Roker Media
- **Brian Rolapp**, executive vice president, NFL Media; president and CEO, NFL Network
- **David Smith**, president and CEO, chairman of the board and director, Sinclair Broadcast Group, Inc.
- **Perry Sook**, CEO, Nexstar Broadcasting
- **Mark A. Spiwak**, president, Boeing Satellite Systems International, Inc.
- **Ray Warren**, president, Telemundo Deportes
- **Gary Zenkel**, president, NBC Olympics, and President Operations and Strategy, NBC Sports Group

NAB President and CEO Gordon Smith speaks with Soledad O’Brien, TV host and CEO, Starfish Media Group, at NAB Show New York.
NAB Show New York brings the excitement and networking opportunities of NAB Show to the East Coast.
Demonstrations of new technology are a highlight of NAB Show New York. The student scholars program allows young, aspiring broadcasters to learn directly from the experts. (L to R) Amy Kule, group vice president, Macy’s Parade and Entertainment Group; Ron Skotarczak, executive vice president, Marketing Partnerships, The Madison Square Garden Group; and Fred Mangione, chief operating officer, Brooklyn Sports & Entertainment, participate in a panel on live show production. (L to R) Oriana Schwindt, TV news editor, Variety; Ray Warren, president, Telemundo Enterprises; Brian Rolapp, executive vice president, Media and CEO, NFL Network and Gary Zenkel, president, NBC Olympics and president, Operations and Strategy, NBC Sports Group, participate on a panel at NAB Show New York. The student scholars program allows young, aspiring broadcasters to learn directly from the experts. Demonstrations of new technology are a highlight of NAB Show New York.
NAB SHOW SHANGHAI
Thousands of media professionals from around the globe attended NAB Show Shanghai, the premier event for the global broadcast and transmedia industry in the Asia and Pacific region. Attendees demonstrated and experienced innovative technologies, learned the latest media trends and networked with global business and technology leaders. Media professionals had a front row seat to globally-focused discussions and presentations about opportunities and challenges resulting from innovative technology. These issues included Next Generation Television, robotic technology, over-the-top (OTT), big data and cloud computing.

This event also provided a venue for broadcast equipment manufacturers, virtual reality and augmented reality developers, smart software and hardware manufacturers and suppliers in the OTT sector to demonstrate their new products and strengthen relationships with existing customers and find new buyers. The event featured high-profile speakers from the Disney-ABC Television Group, IMAX Corporation, Oriental Dreamworks, CNN Asia Digital and Yahoo! Finance.
RADIO SHOW
The 2016 Radio Show brought together nearly 2,300 attendees from every sector of the radio business in Nashville, Tenn. Attendees were treated to thought-provoking sessions, wall-to-wall live entertainment and celebrations of radio excellence, as well as unique musical performances throughout the event. FCC Commissioners Ajit Pai and Mignon Clyburn participated in insightful regulatory sessions and joined the annual NAB Marconi Radio Awards Dinner & Show, hosted by acclaimed on-air personality Scott Shannon. The awards show recognized 21 outstanding local radio stations with Marconi Radio Awards for their invaluable work and included a special performance by country-music star Jennifer Nettles. Additional highlights from the Radio Show included a performance by Big & Rich, a keynote from financial expert and radio host Dave Ramsey and conversations with country superstars John Rich, as well as Wynonna Judd and Cactus Moser of Wynonna & The Big Noise. The Radio Show is co-produced with the Radio Advertising Bureau.

The following NAB awards were presented at the 2016 Radio Show:

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

**Don Benson**, former president and chief executive officer, Lincoln Financial Media Company

**NAB Marconi Radio Awards**

<table>
<thead>
<tr>
<th>Category</th>
<th>Award Recipient</th>
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<tbody>
<tr>
<td>Legendary Station</td>
<td>WINS-AM, New York, N.Y.</td>
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<tr>
<td>Network/Syndicated Personality of the Year</td>
<td>Delilah, Premiere Networks</td>
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<tr>
<td>Major Market Personality of the Year</td>
<td>Toucher &amp; Rich, WBZ-FM, Boston, Mass.</td>
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<tr>
<td>Large Market Personality of the Year</td>
<td>Brooke &amp; Jubal, KQMV-FM, Seattle, Wash.</td>
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<tr>
<td>Medium Market Personality of the Year</td>
<td>Chaz &amp; AJ, WPLR-FM, Milford, Conn.</td>
</tr>
<tr>
<td>Small Market Personality of the Year</td>
<td>Brent Carl Fleshman, WHUB-FM, Cookeville, Tenn.</td>
</tr>
<tr>
<td>Major Market Station of the Year</td>
<td>WBEB-FM, Philadelphia, Pa.</td>
</tr>
<tr>
<td>Large Market Station of the Year</td>
<td>WBAL-AM, Baltimore, Md.</td>
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<tr>
<td>Medium Market Station of the Year</td>
<td>WHKO-FM, Dayton, Ohio</td>
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<tr>
<td>Small Market Station of the Year</td>
<td>WKDZ-FM, Cadiz, Ky.</td>
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<tr>
<td>AC Station of the Year</td>
<td>WLEN-FM, Adrian, Mich.</td>
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<tr>
<td>CHR Station of the Year</td>
<td>KTXY-FM, Columbia, Mo.</td>
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<tr>
<td>Classic Hits Station of the Year</td>
<td>KRTH-FM, Los Angeles, Calif.</td>
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<tr>
<td>Country Station of the Year</td>
<td>KKBQ-FM, Houston, Texas</td>
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<tr>
<td>News/Talk Station of the Year</td>
<td>WTOP-FM, Washington, D.C.</td>
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<tr>
<td>Non-commercial Station of the Year</td>
<td>WSOU-FM, South Orange, N.J.</td>
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<tr>
<td>Religious Station of the Year</td>
<td>KLY-TY-FM, Dallas, Texas</td>
</tr>
<tr>
<td>Rock Station of the Year</td>
<td>KCMQ-FM, Columbia, Mo.</td>
</tr>
<tr>
<td>Spanish Station of the Year</td>
<td>KLOL-FM, Houston, Texas</td>
</tr>
<tr>
<td>Sports Station of the Year</td>
<td>WXYZ-FM, Detroit, Mich.</td>
</tr>
<tr>
<td>Urban Station of the Year</td>
<td>WHUR-FM, Washington, D.C.</td>
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Dave Ramsey, radio host and money expert, “The Dave Ramsey Show,” Ramsey Solutions, gives the keynote at the 2016 Radio Show.
The 2016 Marconi Radio Award winners celebrate their achievements.
Don Benson, former president and CEO of Lincoln Financial Media Company, receives the National Radio Award from Jose Valle (L), 'Ohana Media Group, and Gordon Smith (R).

Bob Kingsley, host of “Bob Kingsley’s Country Top 40,” interviews Wynonna Judd, five-time Grammy® Award winner, and Cactus Moser, singer-songwriter, Wynonna & the Big Noise.

Chris Hogan, leadership speaker, Ramsey Solutions, addresses a crowd at the Radio Show.

Graham Nash, BMI recording artist, performs as part of the Artist Spotlight Series.
DTS, Inc. Chairman and CEO Jon Kirchner in conversation with Gordon Smith about the future of broadcast radio.

Jennifer Nettles, Grammy® Award-winning artist, Big Machine Label Group, performs for Radio Show attendees.

Zack Kerker, director of Digital Sports Development at Neuhoff Media, chats with student scholars.

Jesse James Dupree, CEO of Mighty Loud, shares insights from his years in the music business.
SMALL MARKET TELEVISION EXCHANGE, GROUP EXECUTIVE ROUNDTABLE AND DIGITAL STRATEGIES EXCHANGE

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 event focuses on innovative ways to attract emerging and non-traditional advertisers, best practices for sales teams and management and easily replicated examples for turning good ideas into revenue-generating plans. An integral part of the event is the Small Market Money Makers competition. Up to 25 finalists are asked to showcase their best sales promotions as they compete for “best-of-the-best” honors. The 2016 grand prize was awarded to KTAL-TV Shreveport, La., for “Salute the Badge.”

The Group Executive Roundtable, a key facet of the event, is an invitation-only meeting for broadcast owners and C-level executives responsible for overseeing operations and the financial success of their groups. The 2016 agenda included discussions about the transition to Next Generation TV, over-the-top (OTT) television and programmatic advertising.

Activities concluded with the Digital Strategies Exchange (DSX), a meeting for corporate and station digital managers who are pioneering new paths for their organizations’ digital sales and content efforts. The 2016 DSX featured a presentation by Google’s strategic partnerships group about how they can partner with local broadcasters to maximize audience engagement and grow digital revenue.

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, media and technology.
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. In 2016, highlights included NAB President and CEO Gordon Smith’s candid one-on-one interview with FCC Commissioner Mignon Clyburn and appearances by financial analyst Drew Marcus from Sugar Loaf Capital and political strategists Brian Jones of Black Rock Group and Michael Meehan of Squared Communications.

NAB WEBCASTS AND PODCASTS
NAB provides exclusive, members-only webcasts that give broadcasters professional development insights and valuable knowledge from prominent industry experts and leaders, including technology experts from PILOT and NAB policy staff.

Strategic Sales Solutions ($3³): This series of webcasts provides impactful ideas and tools to senior TV sales executives. Produced in partnership with TVB, the webcasts deliver actionable tools that account executives can take back to their stations and implement immediately to boost their bottom lines. Topics covered in 2016 included automotive, healthcare, home improvement and finance. In 2017, the series will shift its name and broaden its target audience to include sellers of all levels. The schedule includes an additional automotive session, a strategy webcast on reluctant broadcast buyers, the real estate industry and how to target large businesses.

NAB Podcast: Launched in 2016, this podcast series gives listeners insights from thought leaders, policy experts and industry insiders from NAB and around the country on the topics, issues and innovations that impact America’s radio stations.
For more than 20 years, the National Association of Broadcasters Education Foundation (NABEF) has offered programs and developed initiatives that reinforce the future of broadcasting with their commitment not only to education, but also advancing excellence in the diversity and community service efforts of the broadcasting industry.

This nonprofit organization affords individuals working within broadcasting the opportunity to grow in their profession by providing unique training at every stage of their career. The training offered by NABEF encompasses all aspects of the business, including sales, technology and executive management. With these programs, the foundation provides valuable professional development resources to the next generation of broadcast leaders.

Its offerings include:

**BROADCAST LEADERSHIP TRAINING PROGRAM**

The Broadcast Leadership Training Program (BLT) is a 10-month executive MBA-style program that enables talented senior-level broadcast executives to advance as group executives or station owners and to improve the overall diversity profile of broadcast media ownership.

The program prepares participants to move into more senior-level executive positions in broadcasting in addition to guiding them on the purchase of radio and television properties. In 2016, 15 executives graduated, bringing the total number of broadcast senior executives who have completed the program to 270. Graduates include general managers, general sales managers, owners and other department heads.

**EXECUTIVE DEVELOPMENT SEMINAR**

The Executive Development Seminar (EDS) is geared towards broadcast managers looking to increase their managerial effectiveness. This four-day program helps attendees obtain skills essential to negotiate and communicate effectively, strategically assess the broadcast business environment and manage human capital.
NABEF offers two careers fairs annually – at NAB Show in Las Vegas and the Radio Show in the fall.
MEDIA SALES INSTITUTE
The Media Sales Institute (MSI) is a seven-day intensive sales training boot camp targeting college juniors and seniors who are business majors. Attendees learn the basics of media sales including the sales cycle, prospecting, media research, networking, creating effective presentations and closing sales. Many graduates are hired into media sales positions after completing the program. Held at Arizona State University, Florida A&M University and Howard University, the program is open to students from all universities.

TECHNOLOGY APPRENTICESHIP PROGRAM
The six-month Technology Apprenticeship Program (TAP) is designed to expose high-tech graduates and professionals to the broadcast industry. Participants complete a two-month internship at a broadcast station, attend NAB Show and present a webcast to the industry at the end of the program. In 2016, they produced the webcast “Impact of Multi-Platform Content Delivery on Broadcast Engineering.” Graduates typically start their broadcast industry careers upon completion of the program.

CAREER RESOURCES
Twice a year, NABEF hosts a career event for job seekers looking to start or advance their career in broadcasting. Partnering with the Broadcast Education Association (BEA), the broadcast career fair also offers attendees onsite career coaching and information sessions, along with the opportunity to interact with industry recruiters in an intimate setting.

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

FREEDOM OF SPEECH PUBLIC SERVICE ANNOUNCEMENT CONTEST
NABEF, in partnership with BEA, annually challenges collegiate communications students to create radio and TV public service announcements (PSAs) highlighting the importance of free speech. A winner in each category is selected to receive scholarship money and have their PSA made available to stations across the country to air during Free Speech Week in October.

The 2016 winners are:

Radio PSA: Melvin Lee III, American Broadcasting School “More Than Words”

Television PSA: Felicia Tonga, Andrews University “Protect Our Future”

2016 NABEF CONGRESSIONAL GOLF CLASSIC
NABEF held its fifth annual Congressional Golf Classic at the Woodmont Country Club in Rockville, Md. The event benefits NABEF’s educational programs, including scholarships and fellowships that prepare women and people of color for leadership in the broadcasting industry.

Winners of the Fifth Annual Congressional Golf Classic are congratulated by Nate Mann, NABEF’s director of Development (far left) and NABEF President Marcellus Alexander (far right).
Participants of the Broadcast Leadership Training Program listen to speaker Dave Westburg, founder and partner of Billboard Loans.
CELEBRATION OF SERVICE TO AMERICA AWARDS

On June 21, broadcast industry leaders were joined by policymakers, members of the press and other Washington influencers to honor the exceptional public and community service of America’s broadcasters. Presented by the NAB Education Foundation with major support from NAB, the 18th annual Celebration of Service to America Awards recognized local radio and television broadcasters for the extraordinary ways they serve their communities.

During the 2016 Celebration of Service to America Awards:

- NABEF’s highest honor, the Service to America Leadership Award, was presented to Academy Award-nominated actress and humanitarian Sharon Stone for her extensive record of philanthropy, including her ongoing commitment to raising awareness and support of AIDS research, prevention and treatment. In her role as global fundraising chairperson for the Foundation for AIDS Research, she has helped raise millions of dollars to support finding a cure.

- The Corporate Leadership Award, created to recognize non-broadcast businesses that exemplify an extraordinary focus on community service, was presented to Southwest Airlines. Founded in 1971, Southwest Airlines has developed numerous programs and community initiatives to improve lives in communities around the world, building a reputation of unprecedented affordability, customer service, community development and stewardship of the environment.

- The NABEF President’s Special Award was presented to the Arizona Broadcasters Association (ABA). In partnership with the Walter Cronkite School of Journalism and Mass Communications at Arizona State University, ABA created “Hooked: Tracking Heroin’s Hold on Arizona,” an informative half-hour special that showed the devastating effect of heroin on the state’s addicted citizens. The special aired simultaneously on 100 percent of Arizona’s 34 television stations and 93 radio stations.
(L to R) Dave Lougee, chair, NAB Joint Board of Directors and president of TEGNA Media; Gordon H. Smith, president and CEO, NAB; actress and humanitarian Sharon Stone, Service to America Leadership Award recipient; Marcellus Alexander, president, NAB Education Foundation and executive vice president of Television, NAB; Larry Patrick, chair, NAB Education Foundation Board of Directors and managing partner, Patrick Communications.
2016 Service to America Station Award Recipients

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.

KWTX-TV Waco, Texas
Gray Television

Service to 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
Cox Radio Group Miami, Fla.
Cox Media Group

Television
KOLO-TV Reno, Nev.
Gray Television

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
WXYZ-FM Southfield, Mich.
CBS Radio

Television
Alabama Public Television

Laurie Barnett, senior director of Outreach and Preparedness, Southwest Airlines, accepts the Corporate Leadership Award on behalf of her company, while Larry Patrick, chair, NAB Education Foundation Board of Directors and managing partner, Patrick Communications, looks on.
Art Brooks, president and CEO, Arizona Broadcasters Association (ABA), accepts the President’s Special Award on behalf of ABA. Joining him on stage is Marcellus Alexander, president, NAB Education Foundation and executive vice president of Television, NAB.

(L to R) Virgil Teter, special projects director, KWTX-AM; Mike Wright, vice president and general manager, KWTX-AM; and Valerie Parker, programming and community services director, KWTX-AM, accept the Service to America Television Award. Joining them is Rep. Bill Flores (TX-17).
Debbie Kenyon, senior vice president and market manager, WXYT-FM, accepts the Service to Children Award for Radio on behalf of her station. WXYT’s Student Heart Check program raises money and awareness for student athletes at risk of Hypertrophic Cardiomyopathy – an acute, life-threatening heart condition.

(L to R) Rodney Baltimore, morning show announcer, WHQT-FM; FCC Commissioner Ajit Pai; Rob Babin, vice president and market manager, Cox Media Group Miami; and Lindsey Powell, community relations manager, Cox Media Group, celebrate Cox Media Group’s Service to Community Award for Radio.

(L to R) Roy Clem, executive director, Alabama Public Television; Cindy Kirk, vice president of Education Services, Alabama Public Television; and Heather Daniels, executive producer and education program manager, Alabama Public Television, accept the Service to Children Award for Television. Joining them are Rep. Terri Sewell (AL-07) and Rep. Robert Aderholt (AL-04).

(L to R) Matt Eldredge, vice president and general manager, KOLO-TV, gives remarks on behalf of his station, the winner of the Service to Community Award for Television, while Dave Lougee, chair, NAB Joint Board of Directors and president of TEGNA Media; Stanton Tang, news director, KOLO; and Doug Tepe, promotions manager, KOLO, look on.
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List current as of December 31, 2016
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Unleashing Engagement and Leadership

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