



MEMBER SERVICES

Protecting business | Futureproofing our industry | Building relationships

1. FCC inspection fine protection with the ABA's Alternative Broadcast Inspection Program

Many stations call ABIP their single most valuable ABA member service. ABIP protects member TV and radio stations from routine FCC inspection and fines that often climb into the tens of thousands of dollars. The ABIP program allows your station to volunteer for a “pre-inspection” with our contractors. Stations can correct any issues raised, and when passed, the ABIP inspection grants a 3-year moratorium on any future routine FCC inspections. Email us at mail@arkbroadcasters.org to sign up.

2. FREE on-demand training modules for your staff in sales, marketing, management, HR, on-air, etc.

No matter your size, we know we all see how quickly the world around us is changing. The ABA offers access to a comprehensive on-demand training in sales, marketing, management, HR, on-air, and the list goes on. Any of your employees can use this service at no cost to the station. The service is called Local Broadcast Sales, and the extensive program would otherwise cost an individual station thousands of dollars to purchase. As an ABA member, you receive full access for your teams. If you aren't already set up with logins, contact Eric Moore with Local Broadcast Sales by phone at (317) 804-9440 or by email at ericmoore@localbroadcastsales.com

3. ABA-funded paid student internships available to member stations

The ABA is dedicating an unprecedented level of financial resources to growing the next generation of Arkansas broadcasters. This effort includes funding paid internships at stations to get more young people engaged in careers within our changing business. For more information, email us at mail@arkbroadcasters.org

4. FREE seminars to explain new broadcast technologies, sales tactics, content strategies, etc.

The ABA puts heavy focus on offering up new voices each month who can offer different perspective to help you and your teams keep growing all areas of your business. That's why the ABA funds FREE seminars and webinars each month on a long list of broadcast topics and emerging trends. Have a topic request? Email us at mail@arkbroadcasters.org

(continued on next page)

5. Funding for Arkansas' only broadcast industry lobbyist at the state legislature (tax law, public records, etc.)

The ABA funds the only lobbyist on behalf of Arkansas broadcasters at the state legislature. Our lobbyist keeps a close eye on any legislation that may impact the future of your over-the-air signal and is made available for all member questions as needed. Whether your stations are part of a large corporation or locally owned, *there is no replacement for this service!* Our ABA lobbyists are Lucas Hargraves and Amanda Story from Hargraves Consulting. For more information on Hargraves Consulting, you can visit their website at www.hargravesconsulting.com. Lucas and Amanda can be reached via email at mail@arkbroadcasters.org

6. FREE hotline for business legal questions about advertising, FCC rules, licensing, etc.

Because every dollar counts, ABA member stations have access to our Washington, D.C. counsel and our in-state counsel to help answer any FCC legal question and state-specific question at no charge. Their expertise covers areas in advertising, EEO, filings, compliance and audits, and most questions can be answered within 24 hours. Even if you work for a corporation with its own outside counsel, we hope this contact will complement what you already have. Our Washington, D.C. counsel is Frank Montero with Fletcher, Heald, Hildreth. Michael Goswami with the Rose Law Firm is our in-state counsel. Feel free to reach out with your questions to mail@arkbroadcasters.org

7. FREE access to EEO-compliant high school media events throughout the year

The ABA funds and manages media career events in Arkansas each year to help stations recruit for positions and meet FCC EEO outreach obligations. Historically, we have sponsored the Ozark Media Arts Festival and the Arkansas SkillsUSA Media Communication contest. Each program provides our members with access to our state's talented media high school students.

8. Focused scholarship and workshop support at universities to drive new interest in Arkansas broadcast jobs

The ABA funds college scholarships, certifications and workshops with the goal of financially supporting programs that lead to the hiring of new broadcasters at member stations. Our focus is on recruiting and building the next generation of sales, content, and engineering leaders with an end-goal of connecting member stations directly with these soon-to-graduate students. This effort has a deep focus on supporting sales, content jobs, and tough-to-fill areas like engineering.

9. ABA leadership as a vocal advocate with Arkansas advertising agencies (to highlight broadcast advantages)

The ABA partners with Arkansas' advertising agencies to lobby for larger ad spend in broadcasting. We also make introductions for stations as needed and focus our attention on highlighting the distinct advantage broadcasters can bring to the growth of any business. This effort also includes the commission of research and soft-sell events to bring buyers and sellers together.

(continued on next page)

10. ABA leadership with the NAB to represent Arkansas interests at the federal level

The ABA represents the interests of Arkansas broadcasters in Washington, D.C. This effort is made possible by a direct partnership with the National Association of Broadcasters (NAB) and includes an annual trip to Washington with Arkansas broadcast GMs to lobby Arkansas' congressional delegation on issues that can have giant repercussions for our industry. The partnership means the ABA can also get you in contact with any Washington government contact that your station may need to reach, and often times we can take care of an issue on your behalf.

11. Lead EAS partner to update and evolve emergency communication

The ABA leads all Emergency Alert System (EAS) plans, problems, and evolutionary needs on behalf of the Arkansas broadcasting industry. Historically, this included the creation of Arkansas' EAS plan and more currently includes laying the groundwork to move existing EAS technology at broadcast stations to a more stable and digitally supported system.