



ASSOCIATE MEMBER SERVICES

Protecting business | Futureproofing our industry | Building relationships

Unmatched Relationships

Network with nearly every broadcaster in the state. We're talking 220+ partners that touch most audiences in the state of Arkansas. Need an introduction to a specific station? Want to partner on a project? Need advice on effective communication? ABA membership gives you a foot in the door with some of the best broadcasters in Arkansas and access to a long list of ABA events where you can build relationships with broadcast leaders.

Marketing To Decision Makers

Once a year, ABA membership gives you the opportunity to promote your company directly to our broadcasting database. It's a list that make up a "who's who" in Arkansas mass media. You can pitch your services, promote an upcoming event or simply educate our radio, television and other associate members on a topic that's important to you and your business. This is truly unique access.

Broadcaster Speaking Network

Are you looking for someone in the Arkansas broadcasting industry to be a master of ceremony at your next event? Maybe you need someone to sit on a panel discussion? The ABA works with associate members to help coordinate the participation of some of the biggest names in Arkansas broadcasting. Our goal is to help create forums that open up new dialogue and leave participants taking part in unrivaled events.

Board Representation

We take our Associate Members' input very seriously, so much so that associate members can sit on our board of directors. Even in the digital world of today, there's no megaphone larger in Arkansas than broadcasting. If you've got a passion to help shape the future of mass communication in Arkansas, ABA membership creates a unique opportunity to be a vocal advocate and community leader in Arkansas.

Evolutionary Inside Information

Broadcasters fund the largest (and in many cases only) newsrooms in Arkansas. In most places outside our large cities, local radio stations act as the only amplifier of community information, emergencies and localism. You'll gain access to our once-monthly analysis of the evolutionary trends and new technologies literally changing the face of Arkansas mass media. Your financial support will also help protect the critical role broadcasters play in our communities.

Training & Webinars

Even if you don't work directly in broadcasting, the ABA offers a long list of on-demand training to all members. This includes hundreds of interactive courses, tests and written materials for sales, leadership, management, communication, HR and administration. Additionally, Associate Members have full access to our monthly webinars on a wide range of topics affecting the future of broadcasting and communications.