

America's Broadcasters

Innovators. First Informers. Reporters. Public Servants.

Informing communities. Helping neighbors in need. Providing a lifeline during emergencies. Reporting the facts and uncovering the truth. This is what broadcasters do best.

Broadcasters are part of the towns and cities they serve, providing viewers and listeners with investigative stories, local news, emergency warnings, entertainment and sports they rely on every day. Capitalizing on new technologies, local radio and TV stations are adapting to the evolving needs of their audiences and improving the valuable services they provide.

There is no industry that more greatly impacts local communities than broadcasters. Here's how:

Investing in Innovations to Better Serve Communities

THE MAJORITY OF



SAY BROADCASTERS
serve their news needs

24/7.

Broadcasters are investing in new technologies that expand the delivery of their highly-valued content to listeners and viewers across emerging platforms.

Through the use of an antenna, viewers have more choices than ever on broadcast television – for free. Digital TV allows stations to transmit additional channels, such as foreign language shows, all-weather, all-sports, favorite classics and more.

Broadcasters are developing new technology platforms, such as next-generation television broadcasting, which can deliver ultra high-definition TV, along with interactivity, personalized services, mobility and more, providing spectacular images and immersive sound to enhance the TV viewer experience.

**TWO-THIRDS
OF ALL
18-64 YEAR OLD**



TV VIEWERS
Get their news from a
BROADCASTER
via TV, Web or App.



THERE ARE MORE THAN

2,300

HD Radio

stations on the air
presenting over

1,700

ADDITIONAL
channels for listeners.

Radio stations also continue to innovate to offer more free choices for listeners. HD Radio offers listeners crystal clear sound and additional channels of music, talk and foreign-language programming in 36 automotive brands.

Broadcasters are also utilizing hybrid FM radio, technology that provides listeners with a spectrally-efficient broadcast experience on mobile devices that is dependable during emergencies and provides the interactivity listeners seek.

Keeping Our Communities Safe and Informed

Radio and television stations are committed to providing breaking news alerts, round-the-clock reporting and online and social messages to keep their communities safe and informed.

Because of the strength of the broadcast infrastructure and the power of the airwaves, local radio and TV stations are often the only available communications medium during disasters, when cell phone and wireless networks can be unreliable.

Even Federal Emergency Management Agency (FEMA) officials promote the power of local stations in times of emergency, noting there is no more reliable source of information.

Whether it's preparing listeners and viewers for the coming storm, helping them access needed supplies and shelter during the disaster or helping towns and cities rebuild in the aftermath, local stations take seriously their responsibility to serve their local communities.



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DURING DISASTERS.



Investigating Stories that Affect Viewers and Listeners

As the most trusted source of news, local stations, as well as TV and radio journalists, take to heart the responsibility that the freedom of the press grants them under the First Amendment. Local stations' award-winning investigative news units uncover government corruption, question those in power and expose those who abuse their positions. This valuable investigative work improves the quality of lives within communities and provides viewers and listeners with the facts they need to be informed citizens.

BROADCAST NEWS
remains the
#1 SOURCE
for weekly news and
information, outpacing
other platforms.



Making a Positive Impact on the Nation's Economy

2.49
million

Jobs created
by the
broadcast
industry.



\$1.19
trillion

Economic activity
generated
annually by
local radio
and TV.



Helping Local Communities

Broadcasters' dedication to helping our communities is what sets them apart from other mediums. Each day, thousands of broadcasters support charities and victims of disasters, create awareness about important health and safety issues and help rescue abducted children with AMBER Alerts.

Focusing on the Future

Through innovations that will enhance the delivery of content and services viewers and listeners seek each day, America's broadcasters are keeping sight of their purpose: keeping communities safe, informed and entertained for generations to come.

LOCAL RADIO and TV
STATIONS
GENERATE MORE THAN

\$10
billion

in **COMMUNITY SERVICE**
in a single year.

