

# WEAREBROADCASTERS

## Defining Broadcasters for the 116th Congress

### Tell Your Story to Congress

Take every opportunity to share with legislators and their staff how your station is serving the community. This is what makes local broadcasting unique. Amplify the many ways you support their constituents with the news, weather, emergency information and entertainment they want and need. 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 the truth.
- 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.

Air We Are Broadcasters spots, available on [WeAreBroadcasters.com/Resources](https://www.WeAreBroadcasters.com/Resources), to remind your audiences and elected officials how local stations are unique in the service they provide to communities.

Ensure you follow every member of Congress your station reaches on social media and use these platforms to communicate important local initiatives.

### 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:

#### Utilize online assets

- NAB provides banner ads, social media tiles and infographics regularly for stations that link to [WeAreBroadcasters.com](https://www.WeAreBroadcasters.com).
- Embed a We Are Broadcasters video on your website.
- Highlight your station's local community efforts on your website; link to [WeAreBroadcasters.com](https://www.WeAreBroadcasters.com)'s [Impact](#) 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](https://twitter.com/nabtweets) so we can retweet your great work. Follow us on [Instagram](#), where you will find other examples of stations' great work.
- NAB provides social media tiles and infographics regularly for stations that amplify campaign messaging.
- Share a We Are Broadcasters video on your social media pages.

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