

# WEAREBROADCASTERS

Reaching More People.



Touching More Lives.

## Defining Broadcasters for the 113th Congress

### How You Can Help

A new Congress is underway, and policymakers will be considering major issues facing broadcasters – from spectrum management and retransmission consent to radio royalties.

But as other media services blur the lines of what “broadcasting” means, those with the ability to shape our future may not truly understand our worth. It is NAB’s goal to educate these lawmakers about the unique role local radio and television stations play in our communities. But we need your help. Below are suggestions for how you can participate in NAB’s We Are Broadcasters campaign:

### Air spots

- We urge all stations to [air the spots](#) provided by NAB throughout the year, utilizing available inventory. Stations in the Washington, D.C. market should air spots more heavily when Congress is in session. Those in all other DMAs should air spots more heavily when Congress is on recess and lawmakers are more likely to be in their home state. [Click here](#) for a congressional calendar to view recess times.
- Share the spots with your employees and with members of Congress when they visit your station. Make sure your legislators know that you are airing these spots frequently.

### Utilize online assets

- Utilize NAB’s [banner ads](#) to link to [WeAreBroadcasters.com](#) – a website that helps define broadcasting and the valuable contribution stations make each day.
- Embed the [:60 TV spot](#) on your website.
- Use your website to highlight your stations’ efforts to serve your local community and link back to the [WeAreBroadcasters.com](#) “Helping Communities” page.

### Promote messages through social media channels

- Amplify the good work of your station through social media, whether that’s delivering the best entertainment, supporting local charities or saving lives in times of crisis.
- On Twitter, tag these messages with the campaign hashtag: #WeAreBroadcasters. Don’t forget to follow NAB at [@nabtweets](#) so we can retweet your great work.
- Post the [:60 TV spot](#) and the [WeAreBroadcasters.com](#) website URL on your Facebook page.

### Share our messaging

Take every opportunity to share with legislators and their staff how local broadcasting is unique – when they are in your station, when you meet with them at their office or when you meet them at a local event. Below you’ll find the primary points we’re using for campaign messaging:

1. Defining broadcasters: We’re not cable, or satellite or Pandora – we’re free and local and available to everyone.
2. First informers: We’re reliable when other forms of communication are not. We’re there before, during and after a crisis to keep Americans safe.

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3. A trusted source: We're the most trusted source of news and entertainment. We've been documenting history and informing the masses for decades and broadcast stations are still the first place people turn for news and information.
4. Serving the community: We support local and national charities, help our listeners and viewers in times of crisis and provide much needed jobs in every local community.
5. Innovators: We're investing in new technologies to provide better services for listeners and viewers.

As a new Congress begins, we have an opportunity to remind policymakers of the unique role of broadcasting and lifeline services we provide. We have successfully used our airwaves to send important messages to Congress in the past, and we hope you will join us again.

For questions or campaign materials, visit [WeAreBroadcasters.com](http://WeAreBroadcasters.com). or contact us at [202-429-5310](tel:202-429-5310) or [WeAreBroadcasters@nab.org](mailto:WeAreBroadcasters@nab.org).