



LOUISIANA ASSOCIATION
OF BROADCASTERS
MEMBERSHIP BENEFITS

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www.broadcasters.org



ABOUT OUR MISSION

The Louisiana Association of Broadcasters promotes the success and prosperity of Louisiana's Broadcasters and advancement of the broadcasting industry by:

-  Representing our members' position in the legislative and regulatory process in pertinent branches of State and Federal government;
-  Serving as a resource for training, revenue expansion, cost containment and information on evolving governmental policies;
-  Encouraging the highest standards in broadcasting by recognizing and sharing examples of excellence and achievement.

The LAB strives to achieve our mission through the combined support, input and leadership of our broadcaster members.

WHY JOIN US?

Listed below are a few of our membership benefits when you join the LAB:



ABIP - Alternative Broadcast Inspection Program is the cheapest 'insurance policy' you can get to protect your station from FCC fines and keep it up to code



LAB has established a strong working relationship with members of the **Federal Communications Commission**



LAB retains a full-time **Lobbyist** to monitor and address broadcast related issues on both State and National Levels



LAB offers free, or drastically reduced rates, **Professional Training** at our Annual Convention and various seminars throughout the year, including: web-based training, sales, programming, engineering, human resources, political advertising, EEO compliance and news



Monthly **e-Newsletter** delivered to all members and subscribers, including calendar of events, political issues, industry news and current PEP programs



LAB's **Legal Hotline** is available, FREE, to every LAB Member Station. LAB Legal General Counsel Charles Spencer is available to answer your industry-related questions

JOIN YOUR FELLOW LOUISIANA BROADCASTERS!

“ Being a member of LAB serves many needs for us broadcasters. It allows us to be up-to-date on issues affecting us allows us to participate in making a difference in our industry. You can become as active as you wish. It allowed me, a small radio station owner in Oak Grove, the opportunity to serve as Chairman of the Board. The cost of membership pays for itself ten times over and Polly and her staff are always there to answer any questions you might have. ”

**Irene Robinson | Station Manager
KWCL-FM, Oak Grove**

“ As a longtime member of LAB, I want to encourage you to join. As a part of a large public media company I can see what some of the things we need cost. LAB can provide you with so many services most companies cannot afford. Having the right tools to do your job is essential in any field. For a few bucks each month, you can be as strong as you want. Join LAB today. ”

**Mike Grimsley | Market President, RVP/Chief Revenue Officer
Townsquare Media, Lafayette**

“ Aside from the invaluable networking benefits my LAB membership has produced, I find most value in the industry updates which are regularly provided. From FCC deadline reminders, to court and commission decisions, to relevant trends in our industry. The communications I receive from LAB provides me peace of mind that I will not miss an important issue while I am focusing on growing my business. ”

**Brian Shirey | General Manager
Northshore Broadcasting, Hammond**

“ As the commercial states: “membership has its rewards!” An accurate statement when it comes to measuring the services the Louisiana Association of Broadcasters provides its members. Given today’s environment focused on changes in technical, political, and legal issues, I cannot think of a better organization that has its pulse on these changes and shares updates with its members. ”

If you are looking to stay ahead of the game or just network with fellow broadcasters, the best investment today is membership in the LAB. ”

**George Sirven | Station Manager
KTBS-TV, Shreveport**

“ KALB-TV is a proud member of the Louisiana Association of Broadcasters. Throughout our membership the LAB has been a constant source of support. Whether it is a question about a new FCC ruling that the monthly newsletter answers, or the various training webinars and seminars available throughout the year, it is a membership well worth having! ”

**Michele Godard | Vice-President & General Manager
KALB-TV, Alexandria**

