



Louisiana Association of Broadcasters

MEMBERSHIP BENEFITS

The Louisiana Association of Broadcasters' mission is to educate, train, promote and advocate for our members and the Broadcast Industry.



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www.broadcasters.org

Our Mission

The Louisiana Association of Broadcasters mission is to educate, train, promote and advocate for our members and the Broadcast Industry. We achieve this 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.



Membership Snapshot

170 Radio Stations

58 Television Stations

74 Associate Members

Why Join?

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 **FCC**.

Be involved in the LA broadcast community:

Industries thrive when members actively work and communicate with one another. LAB’s Annual Convention, Student Workshop & Job Fair, Emergency Response Team, Student Outreach Initiative and webinars are just a few ways you can engage with your peers and help progress our industry.

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

Monthly e-Newsletter: We’ll compile the latest industry updates, upcoming events, political issues, member spotlights and reminders all into a curated newsletter sent straight to your inbox every month.

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Prestige Awards: Sponsored annually by the LAB and only available to LAB members, the Prestige Awards recognizes outstanding achievements by Louisiana broadcasting industry including Lifetime Achievement awards and the Hall of Fame for outstanding services and achievement.

Join Your Fellow Louisiana Broadcasters

“The LAB is not only a fantastic resource, but also offers the opportunity for members to network and learn from our industry peers that have different backgrounds, experiences and insights. At the LAB we come together with a common goal - and that’s to use the power of our perspective outlets to serve our communities.

The LAB offers us the support we need to be our best - for the industry, our teams, and our communities.”

Tori Kahl | Area President
iHeartMedia, New Orleans, LA

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 with the LAB.

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

“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 communication I receive from the 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, LA

“The LAB provides members with advocacy, training, updates on issues and changes, and access to so much more vital information and support. When you are looking to be better at what you do each day PLUS have access to answers of changes with regulations or guidelines, the LAB has you covered. Your membership is worth so much more in value than the cost. I encourage you to join today and realize the benefits associated with membership. Network with your peers across our great state and make the investment to join the Louisiana Association of Broadcasters.”

Lisa Janes | Director of Sales
Townsquare Media Shreveport- Bossier City

