



National Alliance of State Broadcasters Associations



MEMBER RESOURCES



Local
Broadcast Sales



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NASBA WORKS FOR YOU

NASBA is comprised of the State Broadcasters Associations which represent radio and television stations in the fifty states, the district of Columbia and Puerto Rico. NASBA exists to help its members better serve their member radio and television stations by organizing forums to educate each other and share best practices; providing a structure whereby state associations can jointly advocate on issues of common interest and to help its state broadcasters association members to be financially strong and responsive to the evolving needs and interests of their broadcast members.

While 50 separate entities, this Alliance can and does coordinate resources and lobbying efforts as a collective group when it is in the best interests of the individual states and the broadcasting industry. NASBA was formed in 1986 and has grown in stature and industry clout due to the unique nature of the Alliance and the willingness of the State Broadcaster Associations to promote and advocate for the broadcasting industry.

Benefits include but not limited to:

1. NASBA facilitates an email listserv that allows members to post questions, concerns, survey or provide important and timely information to the NASBA membership at large for immediate consumption.
2. Legal counsel is provided by the Scott Flick and the Pillsbury Law Firm in Washington, DC. Scott advocates on behalf of NASBA with the FCC and along side the NAB to help make NASBA a thoughtful voice in Washington.
3. NASBA's bi-annual meetings, in conjunction with the NAB's State Leadership Conference in Washington, DC, as well as in coordination with the travelling RAB Radio Show, help provide NASBA members with continuing education. These meeting afford members the opportunity to network with other state associations, learning new systems and strategies to help with association management, as well as provide information about issues and concerns regarding the broadcast industry.
4. The Alternative Broadcast Inspection Program (ABIP) is a unique partnership between state associations and the FCC. NASBA works to maintain to strengthen the relationship between broadcasters and the FCC enforcement bureau by ensuring the integrity of the Program remains a robust alternative to FCC inspections across the country.
5. Critical issues funding was established to provide aid in matters that potentially affect all State Broadcast Associations and their members in circumstances where there is little or no potential for individual State Associations to raise outside funds.
6. The NASBA Best Practices Resource Guide is provided to every new State Association Executive. The booklet outlines the fundamental organization of NASBA and important contact information.
7. NASBA's administrative staff includes three employees that provide administration, data management and accounting services, including NASBA meeting planning, logistics and materials, sponsorship coordination and fundraising, business accounting, taxes and annual audit, and management of four NASBA-related websites: NASBAOnline.net, CareerPage.org, GetYourWordOut.org and EASAlert.org.

DUES CATEGORIES

(based on revenue modified 2020)

<i>category</i>	<i>revenue</i>	<i>dues</i>
Category A	< \$100k	\$ 319
Category B	\$100k-199k	\$ 516
Category C	\$200k-399k	\$ 710
Category D	\$400k-599k	\$ 956
Category E	>\$600k	\$1092

No portion of the NASBA membership dues can be deducted as a business expense.

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*Board Members

Dave Arland, President
Bob Houghton, President-Elect
Dewey Bruce, Vice-President
Wendy Paulson, Secretary/Treasurer
Mark Gordon, Past President

MEMBER COMMITTEES

The members of NASBA are composed solely of State Broadcasters Associations that represent the free, over-the-air, commercial, full-power radio and/or television stations licensed by the FCC and that are members in good standing with NASBA. Each State Broadcasters Association appoints a representative to act on its behalf at meetings and votes of NASBA.

The property and business of NASBA is managed under the direction of the Board of Directors. The Board, or "Executive Committee", is composed of a president, president-elect, vice-president, secretary/treasurer and the immediate past president. These are voluntary positions which are held for one year.

The Board creates Committees of the Board or Advisory Committees to delegate certain powers. At the discretion of the Board, some committees may be open to State Broadcasters Association members, rather than directors. (For instance, engineers serve on advisory committees to help with the technical and logistical considerations of the program.)



ABIP Committee

The ABIP committee was established to strengthen the relationship between broadcasters and the FCC enforcement bureau by ensuring that the Alternative Broadcast Inspection Program remains a robust alternative to FCC inspections across the country.

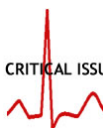
Chair: **Bob Houghton (GA)**
Michelle Vetterkind (WI) Larry Wilkins (AL) John George (SC) David Donovan (NY)



EAS Committee

The NASBA-NAB EAS committee was established to strengthen the role of broadcasters as the backbone of America's public alerting system, while the system works to ensure that more people receive life saving information in more parts of America, more of the time, through current and future alert and warning technologies.

Chair: **Suzanne Goucher (ME)**
Paul Rotella (NJ) Chris Merritt (OH) Sharon Tinsley (AL) Michelle Vetterkind (WI)
Dave Arland (IN)



Critical Issues Committee

The Critical Issues Fund was established for the purpose of providing aid in matters that potentially affect all State Broadcast Associations and their members in circumstances where there is little or no potential for individual State Associations to raise outside funds.

Chair: **Christine Merritt (OH)**

Large Market Members: Mitch Fox (NV) Joe Berry (CA) Chris Winkle (KY)	Medium Market Members: Luke Story (AR) Cathy Hiebert (AK) Jordan Walton (MA)	Small Market Members: Elizabeth Parker Harris (MD/DC/DE) Michele Crist (WV) Wendy Mays (VT)
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PEP Committee

The Public Education Program committee works to ensure that potential national partners understand the benefits of a program that utilizes broadcast airtime to connect non-profit and government organizations to their communities.

Chair: **Lisa Reynolds (NC)**
Dewey Bruce (MT) Jim Timm (NE) Michelle Crist (WV) Jordan Walton (MA)
David Donovan (NY) Chris Winkle (KY) Bob Houghton (GA) Polly Prince Johnson (LA)
Mark Gordon (MO)

NASBA SOCIAL MEDIA

LISTSERVS

NASBA maintains listservs to facilitate communications between members.

nasbalist@nasbaonline.net is the general listserv for all association members, staff, attorneys and engineers.

nasbaceo@nasbaonline.net is the listserv for NASBA executives ONLY.

WEB RESOURCES

NASBAonline.net is the main NASBA website for members. You can log into the member section using your email address as your username. There you'll find many resources from a PEP "campaign ideas bank" to speaker recommendations and ABIP resources.

CareerPage.org is the national jobs board for all state broadcasters associations. We encourage you to invite your members to register online and post their jobs. These jobs can be distributed to nationwide recruiting sources or local sources that your station provides. Registration requires an access code that only your association can provide to your members. The access code that you provide to your members is 3Sdg54.

EASAlert.org provides resources regarding Emergency Alert System using Common Alerting Protocol-enabled (CAP) and IPAWS. Our partners include NOAA, NWS, FEMA, FCC, SBE and more.

GetYourWordOut.org is our newest site for efforts at national PEP campaigns from which all state associations will benefit. Each state maintains its own page that can highlight campaigns your association is running and who at your association can provide more information.

TWITTER

Whether you're tweeting about your broadcasters good reporting, public service or career opportunities, be sure to include the following Twitter accounts whenever possible to broaden the range of your tweet.



@NASBAOnline provides information on important meeting arrangements, upcoming events and trending news.



@BroadcasterJobs is the Twitter account for CareerPage.org - all jobs posted are posted. Please RETWEET!

The NAB has several Twitter accounts. Include these accounts in your tweets!



@nabtweets for all tweets NAB - a great advocacy tool to help highlight your broadcasters. #WeAreBroadcasters



@BroadlyServing for information regarding the service broadcasters provide to the public across the country... EVERYDAY



@NABPilot is dedicated to advancing broadcast technology and cultivating new media opportunities.



@NABStates is responsible for building a strong relationship between the state broadcaster associations and the National Assn. of Broadcasters



@NABNewsroom provides the latest news releases and position statements from the National Association of Broadcasters



@NABEF is a non-profit organization dedicated to reinforcing the future of #broadcasting through a commitment to #education, #diversity

NABSHOW
Where Content Comes to Life



Experience An NAB Show
Like Never Before.

APRIL 23 - 27, 2022
LAS VEGAS CONVENTION CENTER

National Public Warning System Acronyms

CAP	Common Alerting Protocol
COG	Collaborative Operating Group
EAN	Emergency Action Notification
EAS	Emergency Alert System
FCC	Federal Communications Commission
FEMA	Federal Emergency Management Agency
FIPS	Federal Information Processing Standard
IPAWS	Integrated Public Alert & Warning System
LECC	Local Emergency Communications Committee
NCMEC	Nat'l Center for Missing & Exploited Children
NOAA	National Oceanic & Atmospheric Administration
NWS	National Weather Service
SECC	State Emergency Communications Committee
SP/SR	State Primary/State Relay Network
WEA	Wireless Emergency Alerts

THE URGENCY FOR RADIO VIDEO STREAMING

When it comes to video streaming of high school sports, our industry finds itself at a critical junction. For 50 plus years, radio stations have owned and delivered the play-by-play rights for high schools across the nation. The work those broadcasters produced has always been admirable with a commitment to quality broadcasting and service to communities. Indeed, our communities have trust radio to provide the very best coverage of high school sports. It's a heritage that radio should be proud of.

But technology is like weather...it charts it's own course and we cannot control its mood or its patterns. Because of the changing tides of technology, radio broadcasters must now act quickly to control their destiny as the leaders in HS Sports. Technology is such that virtually anyone can video stream HS Sports and the cost of entry is extremely low. For less than \$5,000, anyone can video stream football games. In fact, big and small companies not only want in on what has been traditionally radio's domain. They want in because HS Sports is prime real estate.

Now is the time for radio broadcasters to meet the challenges of new technology, and new competition, If not, radio will lose the prominence, the trust and the heritage they've built over the last half century. Not to mention the irreparable loss of those advertising dollars.

Radio faces three critical propositions:

1. Today, audiences demand a radio play-by-play simulcast with video.

This is similar to the migration of music from AM to FM from 1975-1980. Back then 80% of all music on the radio was on AM in 1975. By 1980 80% of all music had gone over to FM. This happened simply because the listeners demanded it!

2. With investment, radio can double revenue generation.

Radio has been carrying sports for decades. Stations already have much of the equipment, the personnel and, most importantly, the relationship with the community. Cashing in on that is a very feasible and immediate goal.

3. Most Importantly....If today's radio broadcasters don't stream HS Sports immediately someone else will

If radio falters at this moment, those broadcasters will lose the ability to serve our communities and sell advertising to our clients.

Before we despair at this cataclysmic change in the media landscape and worry about the challenges we face, we need to remind ourselves that we have a great upside potential. Radio broadcasters know that:

1. We are the proven and trusted voice in our communities.
2. We are really good at Play-By-Play.
3. Our competitors in video streaming haven't been good: they charge the community - kids, parents, grandparents - to watch the games. In short, their business model is flawed and radio's is excellent.

Additionally, broadcasters need to recognize three (3) critical things:

1. Don't be afraid to adapt, to change. It is what RADIO has done for 100 years and will continue to do for another 100 years.
2. Jumping into the video streaming waters will widen the scope of not only how you cover HS sports, but everything you do. This is an exciting opportunity and you will be amazed at how quickly you progress.
3. Out of the starting blocks, radio can and will crush the competition because broadcasters are public servants. We are LOCAL. And nothing says LOCAL like HS Sports.

I want to take this opportunity to thank Dave Arland for recognizing that ***our local radio stations are at a tipping point.*** We as Broadcasters need to embrace the concept of video streaming HS sports and we need to do it quickly. We need to take control of our own destiny and become the dominant video streamers before others snatch away our heritage and income. The moment is before us, and how we react to this adversity will define our future.

So....The process of video streaming is like any other evolutionary process: First crawl... then Walk... then RUN! Today with the help of the Oklahoma and Alabama Broadcasters we will discuss the mechanics you need to learn to be a video streamer.

LIVE STREAMING VIDEO EQUIPMENT OPTIONS

Required components / equipment for *all* video streaming

Laptop/Computer – Recommendation of a laptop with a minimum i7 Processor, without an i7 processor the video of your event will buffer for the end viewer.

Computer

1. Intel i7 Processor, 2.4GHz--your computer must have at least an i7 processor.
2. 16 GB Ram, 1-Terabyte Hard Drive (if you are going to record the games to the computer).
4. Minimum 3 USB inputs, with a 3.0 (can purchase a USB multiple splitter)
5. Windows 10 preferred operating system

Computer Price Range is \$1,000-\$1,800

Additional components / equipment for *Standard video streaming*

Video Camera must be able to STREAM VIDEO to the internet, not all cameras can stream to the internet.

- | | |
|---|--------------------------|
| 1. Basic short distance videoing you can purchase a | JVC GZ E306BU- \$180 |
| 2. Manfrotto Tripod with 12"-18" hand extension to alleviate quick fluid movement. | Tripod \$300 |
| 3. Portable video camera mounting bracket. C clamp style / Gorilla clamp style | Mount \$10-\$20 |
| 4. Dazzle or Diamond video capture card | Dazzle \$45 |
| <i>(Suggest using two different types of SD video converters if there are multiple cameras being used)</i> | |
| 5. VMIX streaming software offers Slow Motion replay, use up to 4-cameras | \$350 for HD, 1-time fee |
| 6. Alesis 8-channel USB output mixing board, walmart.com. | Alesis \$175 |
| 7. RCA Video Cables. Will need a couple of these, one at least 20' long and one at least 50' long in case the camera cannot be placed adjacent to the laptop. Example football game where there is not enough room in the opposing press box and the camera crew has to be on top of the press booth etc. | RCA cables \$60 |
| 8. USB hub / splitter. | USB splitter \$30 |

Total accessories: **\$1,160**

Additional Sports broadcast headsets, mic cables, crowd mic, etc. Radio stations should already have this equipment. Suggested electronic web-sites: www.walmart.com www.bestbuy.com www.amazon.com www.tigerdirect.com or www.bswusa.com

Additional components / equipment for *High Definition HD video streaming*

Video Camera must be able to STREAM VIDEO to the internet, not all cameras can stream to the internet.

- | | |
|---|-------------------|
| 1. Canon HD CMOS XA10Pro digital camera | \$600-\$800 |
| 2. An HD video converter such as an Epiphan capture card and HDMI connection cables. | Epiphan \$600-800 |
| 3. Basic short distance videoing you can purchase an HD JVC GZ E306BU. | JVC- \$180 |
| 4. A Zoom controller allows smoother zooming. | \$40 |
| 5. Manfrotto Tripod with 12"-18" hand extension to alleviate quick fluid movement. | \$300 |
| 6. Portable video camera mounting bracket. C clamp style / Gorilla clamp style | Mount \$10-\$20 |
| 7. MIX streaming software offers Slow Motion replay, 4-cameras, one-time fee. | \$350 for HD |
| 8. Alesis 8-channel USB output mixing board, \$150 walmart.com. | \$150 |
| 9. HDMI cables ...at least a 20' long and one at 40' long in case the camera cannot be placed adjacent to the laptop. A distance of 40 feet is the maximum length for HDMI delivery | \$70 |

Total accessories: **\$2,710**

Additional Sports broadcast headsets, mic cables, crowd mic, etc. Radio stations should already have this equipment.

Streaming service providers: Blueframe, Live Stream, Boxcast there are many companies providing the streaming now.



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