

NAB has an Auto Committee that has been in place for over 5 years. The Industry Affairs and Technology team hold weekly meetings on the Auto Initiative as it relates to radio and the connected car. Currently, we have been working on a 4 phase approach starting about 18-24 months ago.

**Phase 1: *Research and data gathering:*** NAB partnered with several international companies and completed a worldwide survey of car buyers and the importance of radio in the car. This was done in late 2021. The top findings are attached along with the names of our partners. In addition, we gathered Nielsen data and information from FEMA on AMs importance on emergency alerting. We also information on the solutions to the EV interference in AM radio. This data was used to create other documents and materials for meetings and interactions with auto manufacturers and associations.

**Phase 2: *Meetings, Education and Engagement with Auto Associations and Manufacturers:*** NAB met with the Alliance in Automotive Innovation several times starting in early 2022 and provided the research/data to them to share with their members. NAB also set up a meeting with our radio broadcast members and the Auto Alliance members which we held in late Sept 2022. We reviewed the data including the document you see attached. Over 50 people participated including auto manufactures from every major company including Ford, GM, BMW, etc. In addition, we introduced FEMA representatives to the Auto Alliance for them to meet directly to review the importance of AM in emergency alerts, these meetings happened in December 2022 and January 2023. Plus NAB staff (April Carty-Sipp and Sam Matheny) have done several speaking engagements and direct outreach to the auto industry such as COVESA – the Connected Car Reception for Auto Manufacturers at CES in 2022 and 2023.

**Phase 3: *Policy, Education and Engagement on the Hill:*** following the tremendous work of state broadcast associations as part of the recent State Leadership Conference, NAB will continue to coordinate outreach to federal policymakers. This will serve the high-level goals of cultivating pro-broadcast champions on this issue, surfacing the issue with auto industry champions, and building pressure on automakers in the marketplace. The engagement by Sen. Markey and Rep. Gottheimer to date showcase the type of engagement and champions that we will seek to build across a range of tactics, including partnership with the states in the areas of state emergency management and potential state legislative initiatives.

**Phase 4: *Public Affairs Campaign and Outreach:*** NAB's Public Affairs team has been working closely with reporters to shine a light on automakers taking AM Radio out of cars and the risk that poses to public safety. We are also amplifying policymakers who are speaking out on this issue. Two examples are articles appearing recently in the [Wall Street Journal](#) and [Axios](#). Recently, CEO Curtis LeGeyt also shared his views on the importance of AM radio in cars on the [NAB Blog](#). At the same time, NAB is taking a more aggressive stance in raising the visibility of this issue to help AM listeners voice their opposition to removing AM from cars. We are creating a website with a grassroots call to action where listeners can voice their concerns to Congress and we will begin pushing out communications to our database to encourage them to act. We expect these tools to be ready in the coming weeks.