

# The Benefits of Membership



*The CBA offers its members a wealth of resources and benefits in return for their membership dues.*

**Alternative Broadcast Inspection Program:** This program is a cooperative program with the FCC, offering a 3 year Certificate of Compliance to participating stations. CBA members receive significantly discounted rates for this important process which can save thousands of dollars in FCC fines.



**Awards of Excellence:** Recognizes the best broadcasting work and outstanding contributors in the industry, maintaining the high quality of standards in our State. The awards program provides an avenue for employee recognition and generates networking opportunities. CBA members enjoy discounted entry fees for their award entries.



**CBA Website:** Provides relevant information and downloads for broadcasters, a member database and links to important broadcaster resources. Members can also post job openings and browse for job openings.

**Community Ascertainment:** Quarterly meetings with different non-profit groups serve as a platform for Denver broadcasters and community interaction.

**Continuing Education Scholarships:** The CBA established a \$10,000 fund to assist employees of CBA member stations with continuing education programs. Employees may seek up to \$500 annually from the fund to help defray tuition costs for enrollment in courses, workshops, formal educational programs and other Board approved activities.



**Directory:** CBA Members receive a complimentary copy of our annual directory listing all Colorado Radio and Television stations. The directory is sold to agencies and used as a tool for media contacts around the State.

**Expanded Media Coverage:** On behalf of the Denver Metro area broadcasters, the CBA coordinates with attorneys the filing of paperwork to obtain access to courtroom proceedings and broadcast media pool coverage. The stations save money by sharing the filing costs.



**Freedom of Information Council:** As a voting member, CBA works to gain public access to information and records, access to courtroom proceedings and coordinates pool coverage to ensure continued access to the Denver Metro area courts.

**Free Washington Legal "Hotline":** This program is available to members in order to answer legal questions in a timely manner. The program is funded by CBA through our Washington, D.C.-based attorneys. This member benefit can save stations hundreds of dollars in legal fees.



**Greg Romberg:** A Denver-based lobbyist retained full-time by CBA to help fight for broadcasting causes in the Colorado legislation.

**Government Relations & Lobbying:** Provides a collective voice for broadcasters to state and national leaders on key issues.

**Press Credentials:** The CBA issues press passes, press plates and annual stickers as the official electronic media credentials for the State. CBA Members receive discounted rates for press credentials.



**Quarterly Newsletters & Weekly E-Memos:** The CBA is constantly reaching out to all members of the Colorado broadcasting community with correspondence that keeps broadcasters up-to-date with industry and CBA happenings.

**Richard Zaragoza:** A Washington, D.C.-based attorney with the Pillsbury Winthrop Shaw Pittman, LLP firm is hired by the CBA as counsel on a broad range of communications topics, especially regulatory, transactional and litigation matters. Mr. Zaragoza is recognized as a leading Telecom, Broadcast and Satellite attorney.

**Seminars and Webinars:** We have an ongoing schedule of programs and webinars hosted and organized by the CBA featuring industry experts and guest speakers for training and education. Member stations receive either free or discounted rates to these CBA-sponsored events.



**Tournament Phone Lines:** The CBA coordinates pooled phone lines for high school basketball and wrestling State tournaments, allowing CBA member stations to reduce the expense and hassles of covering home team games.



**Mr. Money Bags will show you how the CBA can save your station money and lower your bottom line. Take advantage of these savings and renew your membership today!**



## *What Does The Colorado Broadcasters Association Do For Our Stations and Their Employees?*

### Seminars, Workshops and Training:

Last year, the CBA offered the following seminars/webinars at no cost or at a deeply discounted rate for members:

#### Legal & Regulatory Webcast

~ David Oxenford, Attorney

**FREE to CBA Member Stations**

#### Legal Risks Online Seminar

~ Levine Sullivan Koch Schulz, LLP

**\$25 - Members / \$50 - Non Members**

#### Maximizing Your “Air Force” & “Ground Force” Webinar

~ Sean Luce, Sales Expert

**FREE to CBA Member Stations**

#### Political Broadcasting Webinar

~ David Oxenford & Bobby Barker, Attorneys

**FREE to CBA Member Stations**

#### Social Media & the Law:

##### A Survival Guide for Employers

~ David Oxenford, Attorney

**FREE to CBA Member Stations**

#### “When the Going Gets Tough in Broadcasting”

##### Sales Seminar

~ Michael Guld, Sales Expert

**\$25 - Members / \$50 - Non Members**

#### Navigating the FCC’s EEO Rules Webinar

~ Brendan Holland, Attorney

**FREE to CBA Member Stations**

#### Cooking Up Restaurant Sales Webinar

~ Radio Advertising Bureau

**FREE to CBA Member Stations**

#### Ongoing Sales Training throughout 2010

~ LocalBroadcastSales.com (LBS)

**FREE to CBA Member Stations**

LBS has offered 7 webinars so far in 2010, in addition to the ongoing sales training available 24/7 on their website.

*(see below for more information)*

### LocalBroadcastSales.com—FREE Ongoing Sales Training throughout 2010:

The CBA has partnered with [LocalBroadcastSales.com](http://LocalBroadcastSales.com) to bring member stations FREE ongoing sales training. LBS provides targeted sales training every day of the year to help broadcasters respond more quickly to media sales trends. There is an online archive of over 150 video modules (and growing every month) of the top broadcast sales trainers in the country. Members can watch all the modules in one sitting or focus on topics of special interest. It’s a great management tool to use in conjunction with annual reviews. Managers can direct employees to specific videos, targeting areas where they need improvement. LBS continuously updates and adds new trainings based on the latest sales trends and feedback from sales professionals. LBS also offers a monthly webinar with topics ranging from political advertising rules to news and content training.

### Continuing Education Scholarships:

The Continuing Education Scholarship Program is for regular, fulltime broadcast employees who are seeking to improve their education while continuing to work. The program is designed to encourage and enhance educational opportunities for Colorado broadcasters. Employees may seek up to \$500 annually from the fund to help defray tuition costs and related expenses for enrollment in courses, workshops or other formal educational programs. **The fund was increased to \$10,000 in fiscal year 2009-2010 and will remain in place for fiscal year 2010-2011.** Please take advantage of this valuable resource to improve your skills and capacities and become leaders in your professional areas of interest. Visit [www.ColoradoBroadcasters.org](http://www.ColoradoBroadcasters.org) and click on “Continuing Education Scholarships” for more information and to download the application.

### Lobbying and Legal Involvement:

The CBA lobbied at the State and national levels, meeting personally with the Colorado Congressional Delegation in March, 2010 to brief them on the issues affecting broadcasters and express our position on the bills in congress this year with our representatives and with the FCC. Some of the important issues that were brought to the table this year included: Opposition to the Radio Performance Tax; Supporting Local Broadcasters during the Reauthorization of STELA/SHVERA and Support of the Retransmission Consent Process, as it is currently working; Opposed Legislation to Restrict Marketing and Advertising; Working with the NAB to ensure any change to Spectrum Policy going forward does not limit consumer access to the full potential of digital broadcasting. **The CBA Legal “Hotline” is available to all members who need expert legal advice in a timely manner. The CBA has also added quarterly conference call with Dick Zaragoza to provide legal updates to our members.**

***“Building a stronger broadcast industry in Colorado by providing meaningful, tangible benefits to its members.”***