



**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!**

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

**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.



**Local Lobbyist 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 Telecomm, 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.



## *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:*

#### “The Media Landscape” Presentation

*in Denver & Colorado Springs*

~ TVBR & CBA

**FREE for CBA Member Stations**

#### Spectrum Incentive Auction Webcast

~ FCC

**FREE to Colorado Broadcasters**

#### News, Ethics & Social Media Seminar

~ Al Tompkins with the Poynter Institute

**\$25 - Members / \$100 - Non Members**

#### License Renewal Webcast

~ David Oxenford, Attorney

**FREE to CBA Member Stations**

#### “Broadcasters Online: A Legal Guide to the Cyber-Jungle

~ David Oxenford, Attorney

**FREE to CBA Member Stations**

#### Legal Update Conference Calls

~ Washington, D.C.-based attorney, Dick Zaragoza

**FREE to Colorado Broadcasters**

#### LocalBroadcastSales.com

**FREE to CBA Member Stations**

*(see below for more information)*

### LocalBroadcastSales.com—FREE Ongoing Sales Training throughout 2011:

The CBA has partnered with [LocalBroadcastSales.com](http://LocalBroadcastSales.com) to offer CBA member stations FREE ongoing sales training since 2009. LBS provides targeted on demand sales training to help broadcasters respond more quickly to media sales trends. There is an online archive of over 500 video modules (and growing every month) featuring 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 has recently added a forum where broadcasters can “Ask An Expert” their sales questions. Over 275 questions have been asked and answered to date; all of which are archived on the website. To learn more about LBS Sales Ideas/Ask An Expert, please watch the following video: <http://bit.ly/LBSSalesIdeasWebinar>.

### 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. 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 February, 2011 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; Support of the Retransmission Consent Process, as it is currently working; Working to Equip Mobile Phones with Broadcast Radio for Emergency Preparedness; Ensuring Television Viewer Choice and Innovation in a Broadcast/Broadband Era; 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.**

**The CBA plans to offer training focused on the upcoming political season and legal issues related to your website and online product for 2011-2012**

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