

What The Colorado Broadcasters Association Does For Our Station and Their Employees

Seminars, Workshops and Training:

Last year, your CBA offered the following seminars and workshops at no cost or at a deeply discounted rate for members:

- RAB Academy Sales Training
- FREE Political Broadcasting Webinar
- FREE 6 week Sales Management Seminar
- FREE HD Radio Update via Teleconference
- Online Legal Risks seminar
- Poynter Institute News Writing seminar

Lobbying and Legal Involvement:

CBA lobbied at the state and national levels, meeting personally with the Colorado Congressional Delegation in October 2007 and again in March 2008 to brief them on the issues affecting broadcasters and express our position on the bills in congress this year with our representative and with the FCC. Some of the important issues that were brought to the table this year included: Allowing Unlicensed Portable Devices in the Television Band (CBA opposes); Opposing Cable Efforts to Tilt the Scales Regarding the Retransmission Consent Process; Opposition to a Performance Tax on Broadcasters; Request for Government-Sancationed Monopoly regarding the XM-Sirius Merger; Support for the NPRM for Use of FM Translators by AM Stations as a fill-in Service; Oppose Legislation To Modify The Distant Signal Statutory Compulsory Copyright License.

The CBA Legal Hotline is available to all members who need expert legal advice in a timely manner.

Alternative Inspection Program:

All radio and television stations are advised to participate in the self-inspection program every three years to avoid an audit by the FCC. CBA members received greatly reduced AIP rates.

DTV Transition Resource:

CBA is helping television stations spread the word on the upcoming transition to digital television. CBA held a press conference at the State Capitol and purchased a booth which can be used by CBA television member stations for presentations at public events.

Disaster Relief and Special Cases:

CBA supports all broadcasters in the state and we are there for your station and its employees at all times, and especially in times of great need. This year, CBA member station KREX in Grand Junction experienced a disaster when the station burned to the ground. The station's expensive equipment was destroyed and the fire also affected the station employees. CBA solicited disaster relief funds for the station and contributed a significant amount as well to aid station employees whose lost personal items were not covered by insurance.

CBA: The Benefits of Membership

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

Website – Provides relevant information and downloads for broadcasters, a member database and on-line job listings. Members can post job openings on the website.

Workshops and Seminars – Ongoing schedule of programs hosted and organized through the CBA feature industry experts and guest speakers for training and education. CBA Members receive discounted rates to these CBA-sponsored events.

Self-Inspection Program – The Alternative Inspection Program is a cooperative program with the FCC offering a 3-year Certificate of Compliance to participating stations. CBA members receive discounted rates for this important process which can save thousands of dollars in FCC fines.

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

Directory – Members receive our annual directory listing all Radio and Television stations in Colorado. The directory is sold to agencies and used as a tool for media contacts around the state.

Press Credentials – The CBA issues press passes, plates and stickers as the official electronic media credentials for the state. Members receive discounted rates for press credentials

Scholarships – Awarded annually to college students, trade school students, continuing education students and employees of member stations who are pursuing a career or furthering their education in broadcasting.

Quarterly Newsletters & Weekly E-Memos – 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.

Expanded Media Coverage – On behalf of the Denver broadcasters, CBA files the paperwork to obtain access to courtroom proceedings and coordinates pool coverage .

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

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

Free Washington Hotline Legal Service – 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.

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

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

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

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