



Colorado Broadcasters Association

The Benefits of Membership



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

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.

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

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 discounted rates for this important process which can save thousands of dollars in FCC fines.

Tournament Phone Line: 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: 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.

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

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: The CBA is constantly reaching out to all members of the Colorado broadcasting community with correspon-

dence that keeps broadcasters up-to-date with industry and CBA happenings.

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 .

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 and records, 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 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 & 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 the Colorado legislation.

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.



What Does The Colorado Broadcasters Association Do For Our Stations 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:

- FREE Breakfast with Sean Hannity
- Discounted Taz Media Webinar "Selling in a Tough Economy"
- FREE Legal & Regulatory Webcast with David Oxenford
- FREE Sales Training for all of 2009 with LocalBroadcastSales.com

Lobbying and Legal Involvement:

The CBA lobbied at the state and national levels, meeting personally with the Colorado Congressional Delegation in March, 2009 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 a Performance Tax on Broadcasters; Opposing the White Spaces Issue; Supporting Local Communities Without Burdensome Regulation; Support Local Broadcasters During the Reauthorization of SHVERA and Support of the Retransmission Consent Process as it is Currently Working. **The CBA Legal Hotline is available to all members who need expert legal advice in a timely manner.**

DTV Transition Resource / Sponsor:

The CBA collaborated with Colorado television stations to educate and prepare the public for the DTV Transition. Four DTV soft tests were conducted from November 2008 to February 2009. A DTV Soft Test is when a television station terminates their analog signal for up to five minutes. The participating television stations then showed simulated static with a message informing the viewer they were not prepared for the DTV transition and to call a toll-free Colorado DTV Answers Hotline. The hotline was directed to a call center staffed with volunteers from television stations across Colorado to answer viewers' questions. **The CBA sponsored the hotline for a total cost of over \$13,000.** During the several months leading up to the DTV Transition, (originally scheduled for February 17th, 2009 then re-scheduled for June 12th, 2009), the CBA acted as an intermediary between the US Government, the FCC and the Colorado television & radio stations; keeping all parties up to date with transition information.

Crystal Darkness Campaign:

On Wednesday, January 7th, 2009 the CBA helped coordinate a state-wide airing of an educational program detailing the dangers of methamphetamine. The Telly and Emmy Award winning documentary called Child-help® Crystal Darkness was in a groundbreaking effort to fight back against the scourge of crystal methamphetamine. The campaign was a great success and received rave reviews.

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 enhanced 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. **Previously, the fund has been \$3,000 per year, however; will be increased to \$10,000 for the 2009-2010 year.** Please take advantage of this valuable resource to improve your skills and capacities to become leaders in your professional areas of interest.



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