

History

Formed in 1949 as a non-profit trade organization, the Colorado Broadcasters Association (CBA) has a long history of service to broadcasters and citizens of the state.

Its mission, beginning in those early days in 1949, was to "build a stronger broadcast industry." It remains so today.

The CBA is administered by a thirteen-member Board of Directors and a President/CEO. The board consists of twelve active broadcasters and a representative from the Associate Member ranks. Board Members are elected for a period of three years. Officers are elected from the sitting board.

Alternative Broadcast Inspection (ABIP)

One of our most popular programs provides broadcasters with a mock-FCC inspection. The CBA's FCC-certified inspector will review your Public File, EAS and other common areas of FCC focus. Items that need correction are brought to your attention by the ABIP inspector. After a satisfactory examination the inspector will provide a certificate, confirming that your station passed the mock inspection. The FCC will not "pop" inspect your station for up to three years after you've passed your inspection.

Awards of Excellence

This annual banquet honors broadcasters for their works in multiple areas of the broadcast industry. An online entry system makes submitting your station's year-round work a breeze. Over 120 Awards of Excellence are handed out every March at the Awards of Excellence Gala.

Colorado Freedom of Information Coalition

Your CBA Membership automatically provides you membership in the Colorado Freedom of Information Coalition (CFOIC). The CFOIC fights for open records access, CORA standardization and government transparency throughout Colorado.

Press Credentials

Recognized by Colorado law enforcement and most government agencies CBA press credentials offer options for press passes and plates. Press credentials are reserved for Colorado broadcasters and those serving the Colorado broadcast industry.

Job Listings

The CBA hosts a job listing on its website for members to post their openings and keep current on their EEO requirements. CareerPage, a national online broadcast job listing, is also made available.

Nielsen "Power of Broadcast in Colorado" Study

The CBA commissions Nielsen and its vast analytical resources for a study that looks at how Coloradans consume radio and television. This study is then provided to CBA members, free of charge, to use in presentations in their own communities.

Virtual Job Fairs

A quarterly recruiting tool that works as an outreach effort to educate the public about positions available at your station. This program also fulfills required regulations set by the FCC's Equal Employment Opportunity program.

Legal Hotline

The CBA provides a Washington D.C. broadcast legal hotline. Member's legal questions are submitted and answered by the CBA's retained broadcast attorneys.

Lobbying & Advocacy

Year round meetings with Colorado's elected officials to discuss federal and state legislation that affects the Colorado broadcast industry. A state lobbyist is retained for monitoring Colorado legislation that impacts broadcasters.

Broadcast Education & Development

Unlike a traditional scholarship, the CBA awards up to \$10,000 each year to broadcast member's management and staff. Applicants can apply for up to \$500 toward training seminars, conferences, online training and even traditional classes.

LocalBroadcastSales.com

24-7 access to training tools and advertising resources for your sales staff. An archive of webinars featuring nationally recognized trainers is one of the many resources this program provides.

Training Seminars & Webinars

Continuous offerings on a variety of topics including sales, political, regulatory policy, newsgathering and other member-requested matters. Almost all training is archived for later viewing.



Governor Hickenlooper signing CBA supported CORA standardization legislation.