

VAB Voice | Wednesday, Sept. 30, 2020



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NAB & RAB 2020 Radio Show 10/5-10/9



2020 Radio Show will be held online
Monday 10/5 - Friday 10/9

[REGISTER NOW](#)

<https://radioshowweb.com>

\$25 for NAB and RAB member
\$50 for non-members

Highlights include:

- Exclusive keynotes from **Dave Ramsey**, **Rishad Tobaccowala** and thought leaders shaping the future of media and advertising
- A CEO Town Hall with **CUMULUS MEDIA's Mary Berner**, **Entercom's David Field** and **iHeartMedia's Bob Pittman**, moderated by **NBC News Senior Business Correspondent and MSNBC anchor Stephanie Ruhle**.
- Customized sales and programming strategies with leading consultants
- Technology presentations and demos
- Turnkey solutions for small and medium markets
- Proven ideas and tactics for successful sales and marketing campaigns
- In-depth discussions on the topics shaping our world today

NAB 2020 Sales & Marketing Television Exchange

ONLINE EVENT | OCTOBER 14-15

BREAK THROUGH

NAB SMTE
Sales and Management Television Exchange

Innovative Sales Strategies
for the New Normal

REGISTER NOW

NAB Members Receive 50% off Registration

Use promo code **NABMEM**

Participate in the 2020 Sales and Management Television Exchange (SMTE) from the comfort of your home. Experience live and on-demand programming, including engaging panel discussions from industry thought-leaders, networking opportunities, entertainment and revenue-generating sales strategies.

[REGISTER
NOW](#)

Download New Pro Radio & TV Branding Spots

WEAREBROADCASTERS

NAB is releasing new creative as part of their *We Are Broadcasters* campaign. These new radio and TV spots emphasize broadcasters' vital role in delivering trusted information to listeners and viewers – a role that is more important now than ever as our country struggles through a pandemic, civil unrest, natural disasters and a divisive election season. Stations are encouraged to download and air these spots:

DOWNLOAD SPOTS

America's broadcast radio and TV stations are the pulse of our communities - delivering critical news and information, weather and emergency updates and entertainment that connect and inspire us. Now more than ever, what you do for your communities is vital.

In the past six months our country has been devastated by a global pandemic, civil unrest has reached a fever pitch, hurricanes and wildfires have ravaged communities and we've embarked on one of the most bitter and raucous political elections of our lifetime.

And through it all, broadcasters have been there, bringing fact-based reporting to Americans, while many citizens remained isolated from the outside world. Your journalists have risked their lives to bring the information Americans need into their homes, cars and personal devices.

As we approach the anniversary of the passage of the First Amendment, it is fitting that we remind our country's leaders of the essential role that broadcasters serve in our democracy - bastions of freedom of the press.

Our Founding Fathers understood that to delegitimize the role of the press constituted an attack on democracy itself. Do our country's leaders appreciate this critical underpinning of our country?

In recognition of broadcasters' critical role, NAB is providing new *We Are Broadcasters* spots for radio and TV stations that showcase the importance of our local stations. We urge you to download and air these spots as often as possible to send a strong message to policymakers and remind your audiences why they turn to broadcasters for the information they trust.



A Celebration of the First Amendment - Gordon Smith Op-Ed

[Read](#) NAB President & CEO Sen. Gordon Smith's op-ed, which appeared in *The Hill* and marked the 231st anniversary of congressional passage of the First Amendment.

By recognizing this important milestone, NAB is shining a light on the remarkable work of local radio and TV stations, which has been particularly vital during the events of the past six months.

READ ARTICLE

Utilize the resources available in NAB's [First Amendment toolkit](#). Check out this [news story](#) and [promo](#) by Hearst for inspiration.

NAB Launches Broadcast Resource Hub



BROADCAST RESOURCE HUB

NAB just launched the [Broadcast Resource Hub](#), a one-stop-shop for resources, tools and information on the most relevant issues impacting local radio and television stations. The portal provides access to resources created by NAB and the NAB Leadership Foundation.

"NAB has created a variety of new resources to assist radio and television broadcasters in various aspects of their businesses from education and training to advocacy and innovation," said NAB President and CEO Gordon Smith. "We are pleased to now offer these valuable resources in one easy-to-access online hub, where we will continue to add timely content for members and the industry at-large."

Resources include educational materials for broadcasters and journalism professionals, toolkits for radio

and TV stations to better serve their communities and briefing materials to help broadcasters advocate on legislative issues. Also available is the [Diversity, Equity and Inclusion Resource Center](#) with resources to help media companies and industry professionals create and sustain a diverse and inclusive workplace.



**BROADCASTERS
FOUNDATION OF
AMERICA**

Broadcasting Hope

Help us reach broadcasters in need.

[LEARN MORE](#)