

ADVANCING BROADCASTING

- Sponsoring scholarship and internship programs to help educate future broadcasters on the intricacies of the industry.
- Assistance with employment recruiting to meet FCC mandated EEO requirements through the VAB website and college career fairs.
- Featuring an awards program to recognize excellence in station programming and commercials.

CONSULTANT ADVICE

FREE advice from consultants retained by the VAB on issues concerning the FCC and general employment matters.

FCC Regulations/EEOC Guidance

- Attorneys Wade Hargrove, Mark Prak and Marcus Trathen are only a phone call away for topnotch legal advice from a firm that specializes in FCC matters.

Human Relations Legal Advice

- Wage and hour, hiring and firing, and Americans with Disabilities Act solutions are always available from Attorney John Kruchko and his associate, Paul Lusky, who specialize in guiding management through the minefields of personnel problems.

These are friendly and helpful experts who are ready to serve you.

www.vabonline.com

RATE STRUCTURE

Radio

Based on stations highest 60-second prime spot rate - applicable to stand alone AM or FM or M/FM simulcast. (*See note regarding multiple operations)

Spot Rate*	Dues/Year
\$6.00 or less	\$100
\$6.01-13.00	\$120
\$13.01-20.00	\$150
\$20.01-27.00	\$180
\$27.01-34.00	\$210
\$34.01-41.00	\$240
\$41.01-48.00	\$270
\$48.01-55.00	\$310
\$55.01 and over	\$350

TV

Based on DMA -Designated Market Area (*See note regarding multiple operations)
Low power stations pay \$200.

Charlottesville/Harrisonburg	\$450
Bristol	\$480
Roanoke/Lynchburg	\$540
Richmond.....	\$600
Tidewater	\$660
Washington DC.....	\$720

Multiple Operated Stations (Inc., Duopolies & LMAs)

The operator of two or more stations in a single market must enroll the two largest stations. The operator shall pay the full rate on the station with the highest spot rate and is eligible for a 50% discount on the applicable dues rate of the station with the second highest rate, and a 75% discount on the applicable dues rate of the third and subsequent stations.

Associate Membership

Suppliers, Networks, Associations \$200

MEMBERSHIP WITH



THE VIRGINIA ASSOCIATION OF BROADCASTERS

**Reaching more people.
Touching more lives.**



VAB MEMBERSHIP APPLICATION

Contributions or gifts to this association are not tax deductible as charitable contributions for federal income tax purposes. However, dues payments may be deductible by members as an ordinary and necessary business expense.

Date of Application _____

Station Call Letters (& Frequency or Channel) _____

Corporate Name _____

Street Address _____

Mailing Address _____

City _____ Zip _____

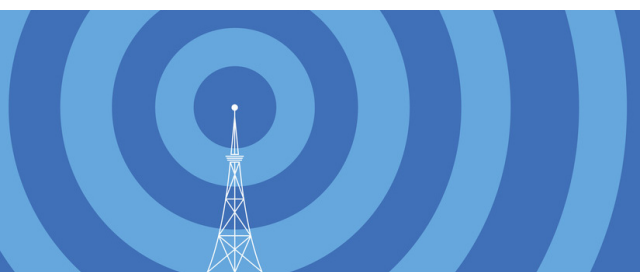
Phone: _____ Fax _____

Email _____

News Director's Name _____

N.D.'s Phone _____

**VIRGINIA ASSOCIATION
OF BROADCASTERS**
250 West Main Street
Suite 100
Charlottesville, VA 22902
434.977.3716 (p) 434.979.2439 (f)
www.vabonline.com
easter@easterassociates.com



PROMOTING RADIO & TV ADVERTISING

Promoting radio and television advertising to state government and the business community:

- Virginia Broadcast Solutions
- Convention sponsorships
- Liaison with Virginia lottery
- Marketing seminars & direct marketing

GOVERNMENT AFFAIRS

The VAB's Executive Director and registered lobbyists represent the industry before the General Assembly, State Agencies, Congress and any hearings around the state that affect the broadcasting industry.

The VAB has successfully lobbied for legislation allowing cameras in the courtroom and will continue to monitor legislation important to the success of the industry in order to:

- Maintain a media-friendly Freedom of Information Act
- Defeat legislative attempts to prohibit beer and wine advertising
- Keep sales tax off advertising
- Influence Congressional legislation and FCC regulations on issues that impact Radio and Television Broadcasting

EDUCATION

Sales training for account executives from experienced professionals

At Winter and Summer Conventions and at mid-year seminars, the VAB conducts information seminars on topics such as:

- How to Work Effectively with Ad Agencies
- How to Reduce Music License Fees
- Broadcasting and the Information Highway
- Equipment Financing
- Rating Services
- Radio News Listening Attitudes
- Newsrooms as Profit Centers
- Prospecting for Sales People
- Teamworking Sales
- Selling Time for Greater Profit
- Time Management Ideas

These meetings and conventions allow you to gather, in a friendly manner, with everyone associated with broadcasting today: suppliers, manufacturers, regulators and competitors.

- Sales, news and production seminars are offered at reasonable fees for station personnel
- A monthly newsletter is published to keep you abreast of immediate developments in the industry

