

\$4.1 Billion For Texas Communities

FROM TEXAS' LOCAL RADIO & TV BROADCASTERS - SINCE 1998



SERVING LOCAL COMMUNITIES

In rural towns and big cities, Texans turn to local Radio and TV stations for breaking news, weather warnings, local sports, emergency information, updates on local government and their favorite entertainment.

AMBER ALERTS

Texas broadcasters created this program which has saved more than 400 abducted children nationwide since 1997. The program communicates life-saving information to listeners and viewers in the critical first hours of abduction.

POLITICAL DISCOURSE

Through political debates, town hall forums and public affairs programming, local broadcasters strive to keep Texans informed of the critical issues lawmakers face locally and nationally.

EDUCATION

Scholarships and internships supported by local broadcasters help young Texans pursue their dreams and build a greater future for our country.

COMMUNITY BUILDING

Local broadcasters routinely spearhead recovery efforts when disaster strikes. In good times and bad, stations donate millions of dollars in airtime for efforts to fight cancer, feed the hungry, clothe the homeless and improve our schools.

TECHNOLOGY OF THE FUTURE, TODAY

High-definition digital TV and Radio is giving consumers crystal clear programming and more channels of FREE programming at home and on the go, allowing Texans to cut the cord from spiraling costs of pay-TV and pay-radio services.

LIMITLESS

The amount of service broadcasters provide 24 hours/day, 365 days/year including alerts for abducted children, hazard warnings, weather & traffic, emergency school closings, free sports and entertainment, news, local event announcements, civic reports and community programming

\$302 MILLION

Amount stations raised in the past six years for charities such as children's hospitals, food banks, humane societies, and other community organizations and projects

4 MILLION

Average number of community service announcements broadcasters aired per year informing viewers and listeners about efforts such as restocking food banks, providing school supplies for needy children and promoting health care and environmental issues

225

The number of stations that provided data this year.

(Less than 17% of Texas stations provided data on their public service)

1,329

The number of Radio and TV stations in Texas

(Only a fraction of these provided data for the report. Otherwise the total would increase significantly!)

\$963,560

Average annual contribution by each participating station since 1998

16,037

Number of political debates & forums aired by Texas stations since 1998 (26,754 more were offered but refused)

**\$4.1
Billion**
**SERVICE
UNMATCHED
BY ANY OTHER
INDUSTRY**

Source: Texas Association of Broadcasters Public Service Research Project; updated Feb. 2010