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Texas Gov. Greg Abbott has activated the National Guard to help respond to the pandemic. This is the most recent example of why it's so very important to air TAB's National Guard recruitment PEP spots that are in the field now. Please "heavy-up" on those spots as you can. [National Guard PEP Spots](#)

DHS Passes – On Monday I sent you the Dept. of Homeland Security passes for access and fuel that were prepared by the department's Cybersecurity & Infrastructure Security Agency (CISA) in the event of a quarantine or similar order. DHS/CISA yesterday followed up with an advisory providing guidance on identifying "[Essential Critical Infrastructure Workers](#)."

The guidance – offered to state and local first responders – clearly identifies broadcast station employees, including journalists, as workers needed to maintain critical infrastructure. However, the guidance is just that...not a law that binds state and local officials.

I have asked the Governor to encourage all state and local officials to honor these passes, attached, which are routinely issued during disasters such as hurricanes. But, remember...the State of Texas leaves most of the responsibility for managing emergencies in the hands of local authorities.

While the Governor considers this request, I encourage you to reach out to your local emergency management officials, including the county sheriff and police, to establish an understanding that these passes will be honored.

Radio Vets Idea Exchange – Radio and promotions legend Mark Grubbs, KRNH Kerrville, is sharing this [gift card promo](#) with other stations who want to help their local advertisers during this crisis.

Tania Moody, TAB's 2019 Radio Broadcaster of the Year and owner of Cute Boots Broadcasting/KLVT Levelland, offered to help fellow small market Radio broadcasters who "need ideas, advice, help or are struggling to find ways to keep clients engaged" during the pandemic. [Email Tania](#)

Local Broadcast Sales Strategy Webinar – Perk up here because this FREE program will NOT be archived. Our friends at LBS have lined up an all-star panel of experts to help you build your strategy for getting your advertisers back on their feet. The hour-long webinar is Thursday, March 26. [CLICK TO REGISTER](#)

Federal Assistance Webinar – On Monday, a DC law firm that works with a lot of broadcasters, Womble Bond Dickinson, is presenting the first webinar I've seen explaining the federal "Families First Coronavirus Response Act" for companies with fewer than 500 employees.

The free webinar covers key legal considerations for employers with respect to emergency paid sick leave, emergency family and medical leave (FMLA), calculating the correct pay rates during paid leave, tax credits for paid sick leave and FMLA leave. [CLICK TO REGISTER](#)



TEXAS ASSOCIATION OF BROADCASTERS

That's it for now, but we'll have more information for you next week in emails and the *TABulletin* on Wednesday. We're being careful not to inundate you with widely available information you've probably already seen so let us know if you have any questions.

Respectfully,

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