



# TEXAS ASSOCIATION OF BROADCASTERS

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Oscar Rodriguez, President

March 1, 2017

Members of the Texas Congressional Delegation:

As local television and radio broadcasters in communities across Texas, we write in support of the ongoing congressional effort to reform the nation's tax code. In particular, we appreciate and support the current House Blueprint's preservation of tax deductibility of advertising as part of its thoughtful effort to stimulate economic growth. Any modification to the current tax treatment of advertising poses significant economic harm to our local advertising partners and, by extension, our investment in local news, weather, sports, civic information, and service in the local communities you represent.

For more than a century, Congress has treated advertising as a fully deductible cost of doing business because, just like salaries, rent, utilities, and office supplies, it is an ordinary and necessary business expense. As you consider potential reforms to our nation's tax system, we support your efforts to simplify the code, strengthen the economy, and make America more competitive. Importantly though, any limitations to the full, first-year deductibility of advertising will only have the opposite effects of making the tax code more complicated, slowing an engine of economic growth and job creation, and undermining the U.S. advertising and broadcasting economy that is the envy of the world.

Advertising accounts for nearly one-fifth of our national GDP and \$5.8 trillion in domestic sales. In Texas, advertising helps generate \$531.5 billion, or 15%, of economic activity, and roughly 1.7 million jobs. Moreover, every dollar spent on advertising generates an additional \$19 of economic activity. Local broadcasters see this economic super-charging through those advertising partners in our hometowns every day. Their connection to consumers ultimately supports investment and jobs in local stores, in factories and manufacturing centers, and in coffee shops and restaurants that are the economic heartbeat of our communities.

In addition to the direct harm posed to Texas businesses that rely on advertising to sell their products and services, any limitation to full deductibility will also harm local television and radio broadcasters like ourselves for whom advertising is the primary source of revenue. Broadcasters rely on this advertising revenue to produce and deliver vital local and national news, emergency information and high-quality entertainment to our local communities free of charge. Creating a disincentive to advertise has real consequences on the ability of broadcast stations to serve our communities with local programming and contribute to our hometown economies.

On behalf of our advertising partners, the employees and families we collectively support, and the listeners and viewers of local broadcast radio and television, we urge you to reject any changes to the full, first-year deductibility of advertising.

Sincerely,

**Lori Alvis**  
Manager/Administrator  
KQBB 100.5 \* KDET 930 AM  
KXXE 92.5 FM  
Center

**Dan Balla**  
President  
100.9 BOB FM (KWFB)  
La Ley 96.3 (KXXN)  
Wichita Falls

**Roger Bare**  
Houston

**John Barger**  
Owner  
KAHL San Antonio  
KVIC-KVNN Victoria

**D'Artagnan Bebel**  
VP/General Manager  
KRIV-TV Fox 26 & KTXH-TV MY20  
Houston

**Ron Bird**  
Market President  
Townsquare Media  
KKYR/KPWW Texarkana

**Bill Buchanan**  
Pres/General Manager  
KSHN-FM  
Liberty

**Chuck Conrad**  
Pres/General Manager  
KZQX, KDOK & KEBE Radio  
Kilgore

**Rick Dean**  
VP/General Manager  
KXII-TV / 12 Media  
Sherman-Ardmore-Ada

**Eric Duncan**  
VP/General Manager  
KXXV Waco/Killeen/Temple  
KRHD Bryan/College Station

**Steve Everett**  
General Manager  
KSAM-FM / 104.9 THE HITS  
Huntsville

**Chris Fleming**  
CRO/General Manager, Radio  
Ramar Communications, Inc.  
Lubbock

**Henry Florsheim**  
Pres/General Manager  
KTRK-TV ABC-13  
Houston

**Chip Formby**  
Managing Partner  
KPAN-AM-FM  
Hereford

**Sarah Frazier**  
SVP/Market Manager  
KILT / KIKK / KKHH / KLOL / KHMV  
Houston

**Paul Gleiser**  
President  
KTBB / KRWR / KYZS  
Tyler

**Kristie Gonzales**  
Pres/General Manager  
KVUE-TV and KVUE.com  
Austin

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Owner/Licensee  
KRNH/KKVR/KFXE Radio Ranch LLC  
Kerrville

**Linda Guerrero Deicla**  
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Sinclair Broadcast Group  
KGBT-TV Harlingen

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KTAB-TV/Telemundo  
Abilene

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CEO  
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KWRD/KPXI Henderson

**Kevin Hayes**  
General Manager  
KFOX-TV CBS 4 Sinclair Broadcasting  
El Paso

**Paula Hayward**  
General Manager  
KFDM-TV/KBTB-TV  
Beaumont

**Romeo Herrera**  
Market Manager  
Rcommunications Radio & TV  
Rio Grande Valley

**Tami Honesty**  
VP/General Manager  
KBFB / KSOC  
Dallas

**Leon Hunt**  
Owner  
KIVY-AM-FM-TV Crockett  
KMVL-AM-FM Madisonville

**Dan Jackson**  
VP/General Manager  
Raycom Media, KCBD NewsChannel 11  
Lubbock

**Deloris Jackson**  
Operating Manager  
KJTX 104.5 FM  
Jefferson

**Chuck Jewell**  
General Manager  
Salem Media Group  
Houston

**William F. Jorn**  
VP/General Manager  
KVEO-TV  
Brownsville

**Kelly Kibler Owens**  
Region President  
iHeartMedia  
Dallas-Fort Worth

**Kyle King**  
VP/General Manager  
Nexstar Media, KMID-TV  
Midland-Odessa

**JR (Bud) Kitchens, Jr.**  
President  
East Texas Broadcasting, Inc.  
Mt. Pleasant, Paris & Sulphur Springs

**John Kittleman**  
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Weslaco

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Cox Media Group  
Houston

**Phil Lane**  
VP/General Manager  
KSAT-TV/ABC  
San Antonio

**Eric Lassberg**  
VP/General Manager  
KXAN | KNVA | KBVO  
Austin

**Kevin Lovell**  
General Manager  
KVIA-TV  
El Paso

**David Loving**  
SVP/General Manager  
Univision Media  
Houston

**Danny Lowry**  
VP/General Manager  
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**Eddie Martiny**  
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iHeartMedia  
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**Mark Masepohl**  
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Univision Media  
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**Greg McAlister**  
Pres/General Manager  
KRIS Communications  
Corpus Christi

**Tim McCoy**  
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Pres/General Manager  
KHOU-TV  
Houston

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VP/Market Manager  
KHKX-KICKS99, KMCM-97GOLD  
KQRX-ROCK951  
Midland-Odessa

**Brad Moran**  
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Lubbock

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Alpha Media Amarillo

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SVP/Regional Manager  
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**Chris Pruitt**  
VP/General Manager  
Nexstar Media, KWKT-TV & KYLE-TV  
Waco, Killeen, Temple &  
Bryan-College Station

**Dean Radla**  
General Manager  
Fox 29/CW 35  
San Antonio

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VP/Market Manager  
Cox Media Group  
San Antonio

**Wayne Reed**  
VP/General Manager  
Nexstar Media Group  
KFDX Wichita Falls

**John Seabers**  
Group Manager SBG/GM WOAI-TV  
Sinclair Broadcast Group  
San Antonio

**Terry Slavens**  
Owner/General Manager  
KATX-FM Eastland  
KWBY-FM Stephenville

**Monte Spearman**  
Pres/General Manager  
HPR Network  
31 Radio Stations Strong  
Plainview

**Benny Springer**  
General Manager  
KAZE-FM, KBLZ-FM, KAPW-FM  
Tyler

**Pat Stacey**  
VP/General Manager  
KLTU-TV/KTRE-TV  
Tyler-Lufkin

**Amy Villarreal**  
VP/General Manager  
KEYE-TV CBS | Telemundo  
Austin

**Luis Villarreal**  
VP/General Manager  
Gray Television/KGNS-TV  
Laredo

**Mike Wenglar**  
President CEO  
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KULP Radio  
El Campo

**Mike Wright**  
VP/General Manager  
KWTX-TV Waco-Temple-Killeen  
KBTX-TV Bryan-College Station  
Gray Television

**Laura Wolf**  
General Manager  
ABC 7 | CW 11 | COMET  
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VP/Managing Partner  
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