

# SAVE THE DATE!

## TEXAS ASSOCIATION OF BROADCASTERS



Texas Association of Broadcasters

### 65TH ANNUAL CONVENTION & TRADE SHOW

**AUGUST 1-2, 2018**

**JW MARRIOTT  
DOWNTOWN AUSTIN**



Texas Association of Broadcasters

## COMMUNITY SERVICE AWARDS BREAKFAST

**AUGUST 10, 2017 • 7:30 AM**



**CONVENTION  
& TRADE SHOW**

# LONE STAR LEADER AWARDS

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## MOST AIRTIME DONATED

Small Market TV

KIDY-TV San Angelo

Medium Market TV

KCIT-TV Amarillo

Large Market TV

KBVO-TV Austin

Small Market Radio

KXXN-FM Wichita Falls

Medium Market Radio

WTAW-FM Bryan-College Station

Large Market Radio

KHMX-FM Houston

## GREATEST DOLLAR AMOUNT DONATED

Small Market TV

KIDY-TV San Angelo

Medium Market TV

KBTW-TV Beaumont-Port Arthur

Large Market TV

KUVN-TV Dallas-Fort Worth

Small Market Radio

KYGL-FM Texarkana-Shreveport

Medium Market Radio

KPWJ-FM Bryan-College Station

Large Market Radio

KLOL-FM Houston

# PUBLIC EDUCATION PARTNERSHIP PROGRAM

TAB's Public Education Partnership program utilizes airtime contributed by Radio and TV stations throughout the state to partner with government and non-profit agencies in delivering important and often life-saving information on matters of great public importance to the people of Texas.

The PEP program funds all of TAB's non-lobbying services. These include free legal hotlines, legal guides, political updates, online sales and management training, state sales and franchise tax guidance, the annual Newsroom Workshop, the Alternative Broadcast Inspection Program, online Job Bank and other services.

With stations' support, TAB can continue to maintain the same dues structure that has been in place for 20 years while greatly expanding Member Services. Services are either completely free of charge or remain affordably priced because of stations' airtime contribution.

Some recent and current PEP campaigns include:

**Okay to Say/Mental Health Awareness** – This campaign is intended to get Texans talking about the challenges and successes that they and their loved ones experience when they seek help for mental illness. This highly treatable disease affects Texans from all walks of life – from military veterans and first responders, to working parents and students.

**Texas CASA** – Texas Court Appointed Special Advocates relies on volunteers to speak up in court on behalf of abused and neglected children in the welfare system in an effort to keep them safe.

**Safe Driving** – As smartphones and other distractions increasingly endanger drivers and pedestrians, the Texas Department of Transportation is encouraging safe, common-sense practices by both. TXDoT also continues to warn Texans of the dangers and consequences of driving while impaired by alcohol or other substances.

**Texas Association of Counties** – The 254 local governments are often misunderstood by the millions of Texans who rely on their services daily. This civic engagement campaign promoted the core public services that local counties provide – from local law enforcement and public roads to renewing vehicle registrations and conducting all elections.

**Texas Cultural Trust** – TCT promotes the value of the arts in education. Exposure to the arts is vital to the creation of well-rounded adults. TCT's efforts help sustain a vibrant Texas economy.

**Texas Association of School Boards** – Too often, headlines about public schools are lacking or negative. TASB speaks out for Texas public schools with their "Outstanding Schools" campaign to promote the enriching programs offered by public schools that fuel Texas' economic and intellectual well-being.

# KEYNOTE PRESENTERS

## BRIGADIER GENERAL TRACY NORRIS

A 30-year military officer, General Norris is Asst. Deputy Adjutant General of the Texas Military Department and a longtime leader in the Army National Guard. She has earned several decorations and awards, including the Legion of Merit, the Bronze Star Medal, the Meritorious Service Medal, the Army Commendation Medal and the Army Achievement Medal.



## REP. GIOVANNI CAPRIGLIONE, R-SOUTHLAKE

Now in his third term in the Texas House, Rep. Capriglione serves as Vice Chairman of the Government Transparency and Operations Committee and chairs the Appropriations Subcommittee on Budget Transparency and Reform. He authored legislation in 2017 intended to remedy Texas Supreme Court rulings that have shut the public's access to government contracts with private entities.



## REP. TODD HUNTER, R-CORPUS CHRISTI

A longtime advocate for Open Government, Rep. Hunter leads some of the most influential committees in the Texas House as Chairman of the Calendars Committee and Vice Chairman of the Criminal Jurisprudence Committee. He has authored, co-sponsored and helped broker negotiations on nearly every major Open Government measure TAB has advanced throughout his tenure.



## SEN. KIRK WATSON, D-AUSTIN

Sen. Watson is known as one of the most effective members of the Senate, serving on several key committees and the Sunset Advisory Commission. A passionate Open Government advocate throughout his career, he secured near unanimous support in the Senate in 2017 for legislation to remedy Texas Supreme Court rulings compromising the Texas Public Information Act.



# THANKS TO OUR PARTNER!

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**TEXAS STRONG! TEXAS PROUD!**  
[NATIONALGUARD.com](http://NATIONALGUARD.com)

# BONNER McLANE PUBLIC SERVICE AWARDS

## SMALL MARKET TELEVISION KTAB/KRBC-TV ABILENE

“Jackets for Joy” is a joint effort of KTAB, KRBC And BigCountryHomepage.com.

The campaign helps local non-profit agencies provide their clients with coats and jackets to brave the bitter winds of West Texas winters.

In only 19 days, the campaign helped secure more than 400 new or slightly used jackets that were dry-cleaned and provided to needy men, women and children of all ages.



## MEDIUM MARKET TELEVISION KRGV-TV RIO GRANDE VALLEY

KRGV-TV’s “Heart of the Valley” is a two-week program that goes in-depth to illuminate one critical issue, need, or cause in order to help make a positive change.

From investigative news reports, to working hand in hand with local charities, to PSAs that deliver important messages, the station came together to unite the Valley towards real progress in the issues of diabetes and obesity.



## LARGE MARKET TELEVISION KXAN-TV AUSTIN

As part of their yearly partnership, KXAN teamed up with Family Eldercare of Austin to raise funds and fans for those who needed them most in Central Texas.

As the summer months heat up, it was their goal to keep every family cool.

The community effort was able to raise more than \$56,000, leading to a yearly total of \$255,973 raised for Central Texans.



## SMALL MARKET RADIO KEOM-FM MESQUITE

#ReadPlayTalk is Mesquite ISD’s campaign to champion early childhood literacy among its students, many of whom come from government-defined poverty households.

In addition to PSAs, KEOM participated in the first annual Read Play Talk Fair with live interviews - giving students a hands-on opportunities to showcase their on-air skills. They also collected books, donated by the community, with the goal of having every student in Mesquite ISD reading on grade level by the third grade.



## MEDIUM MARKET RADIO KHKX ODESSA-MIDLAND

KICKS 99.1 stepped up to help the locally-founded Honor Our Troops organization which packs and ships care packages to soldiers serving overseas. What started with one, in-studio meeting with the H.O.T founders, grew into a remote in the fall of 2016 and eventually eight weeks of live remotes.

In addition to raising awareness for the organization, the station helped raise thousands of dollars and to date - H.O.T has sent 50,000 care packages to 13 different countries.



## LARGE MARKET RADIO COX MEDIA GROUP HOUSTON

CMG Houston’s cluster of KGLK-FM & KHPT-FM/The Eagle, KKBQ-FM/The New 93Q, and KTHT-FM/Country Legends 97.1 came together for the 2016 Cares for Kids Radiothon.

Over two days of live broadcasting, the radiothon helped raise \$655,329 to benefit patient care, research, and education at Texas Children’s Hospital in Houston. The money will fight not only cancer, but other major pediatric diseases such as cystic fibrosis, AIDS, Zika and pulmonary heart disease.

