



2017-2018 COMMUNITY IMPACT REPORT

LOCAL RADIO & TV BROADCASTERS MAKING TEXAS STRONGER

Informing...Entertaining...Protecting the People of Texas

ABOUT THIS REPORT

Local broadcasters' service to their communities is unmatched by any other industry.

In 1998, TAB began surveying stations to document the monetary value of their public service contributions.

On average, approximately 15% of Texas' 1,200+ stations participate in the survey each year.

This report represents activities conducted in 2017 and aggregates yearly totals since 1998. The data are independently collected and analyzed by August E. Grant, PhD, with no extrapolation of reported data to account for non-participating stations.

ABOUT THE TEXAS ASSOCIATION OF BROADCASTERS

The Texas Association of Broadcasters is a 501 (c)(6) non-profit organization advocating on behalf of the 1,200+ Radio and Television stations licensed to serve local communities throughout the Lone Star State.

TAB works with state and federal policymakers to protect Open Government and the First Amendment.

The organization also strives to ensure a level competitive and regulatory playing field for broadcasters in a rapidly expanding media marketplace as stations seek to inform, entertain and protect Texans from all walks of life.



TEXAS ASSOCIATION OF BROADCASTERS

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More than **\$5.547 BILLION**
Raised or Contributed to Texas Communities since 1998

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CHARITABLE CONTRIBUTIONS

- \$142+ Million to charities
- \$81+ Million in airtime

Texas' local Radio and TV stations invested in partnerships with community groups and charities that raised more than \$142 Million to make all corners of the Lone Star State a brighter, happier place to live.

Broadcasters also provided FREE airtime worth more than \$81 Million to encourage Texans to:

- Stock food bank pantries
- Fund neo-natal intensive care units for hospitals
- Help teachers acquire vital learning tools for their classrooms
- Adopt thousands of pets from animal shelters and rescue groups
- Donate fans to help senior citizens survive the summer heat
- Collect winter coats to make sure kids were protected against the winter cold

COMMUNITY CHALLENGES

- \$17.7+ Million in special programming

Local Texas stations invested nearly \$18 Million in special, original programming focused on fighting cancer, diabetes and human trafficking, as well as programs to encourage mental health awareness and suicide prevention.

The outstanding, investigative reporting from Texas broadcast journalists exposed public corruption and identified yawning public safety threats.

The reports also influenced major state legislation affecting public education, criminal justice and government accountability.

AMBER ALERTS, EMERGENCY COMMUNICATIONS

- 900 children saved, 224 Texans

Dallas-Fort Worth broadcasters created the AMBER Alert program in 1998. Broadcasters all over the state continue the program's life-saving mission of enlisting the public to rescue missing children from those intent on harming them.

More than 900 children – 224 of them from Texas – have now been saved nationwide in part due to the ingenuity and dedication of local Radio and TV stations.

Local broadcasters are the backbone of the nation's emergency communications system, alerting Texans to dangerous threats and key safety measures 24/7, on-air and online.

HURRICANE HARVEY & BEYOND

- 5,148 hours of news coverage
- \$26.3 Million in airtime
- 95,000+ PSAs
- \$58+ Million in cash

Hurricane Harvey devastated communities and families from Corpus Christi to Port Arthur and as far west as Austin.

During the storm, broadcasters' up to the minute weather warnings and emergency updates steered hundreds of thousands from danger and directed thousands more to safety and respite.

Texas broadcasters committed 5,148 hours of news coverage to the storm and immediate recovery operations.

When the worst was over, stations then invested \$26.3 million in airtime for 95,983 public service announcements regarding relief efforts by public agencies and charitable organizations.

Broadcasters across the entire state of Texas raised \$58.2 million in cash donations by rallying their viewers and listeners to help Texans and fellow Americans in Florida and Puerto Rico rebuild after a series of devastating hurricanes.

