

# SAVE THE DATE!

**TEXAS ASSOCIATION  
OF BROADCASTERS**

**64<sup>TH</sup> ANNUAL  
CONVENTION  
& TRADE SHOW**

**AUGUST 9-10, 2017**

**RENAISSANCE AUSTIN HOTEL**



Texas Association of Broadcasters



Texas Association of Broadcasters

**COMMUNITY SERVICE  
AWARDS BREAKFAST**

**AUGUST 11, 2016 • 7:30 AM**



**CONVENTION  
& TRADE SHOW**

# LONE STAR LEADER AWARDS

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## MOST AIRTIME DONATED

Small Market TV	KXTS-TV Victoria
Medium Market TV	KFXK-TV Tyler-Longview
Large Market TV	KBVO-TV Austin
Small Market Radio	KSCK-FM Sterling City
Medium Market Radio	WTAW-AM Bryan-College Station
Large Market Radio	KIKK-AM Houston

## GREATEST DOLLAR AMOUNT DONATED

Small Market TV	KAVU-TV Victoria
Medium Market TV	KFXK-TV Tyler-Longview
Large Market TV	KBVO-TV Austin
Small Market Radio	KKYR-FM Texarkana
Medium Market Radio	WTAW-AM Bryan-College Station
Large Market Radio	KIKK-AM Houston

# NON-COMMERCIAL SUSTAINING ANNOUNCEMENTS

TAB's NCSA 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 NCSA 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 nearly 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 NCSA campaigns include:

**Air Force Reserve** – A critical mission since 1948, the Air Force Reserve provides combat ready forces in support of the Air Force. The Reserve also assists in specialized areas such as hurricane hunting and aerial firefighting.

**Texas Water Foundation** – Water impacts key elements of the quality of life we Texans enjoy every day, from human health to economic growth. Water doesn't just keep us alive, it fuels industry, provides recreation and sustains our environment.

**HHS-Teen Pregnancy** – Texas has one of the highest rates of teen pregnancy in the country (HHS 11/14). Texas Health and Human Services Department also reports that Texas ranks first in the nation for taxpayer expenditures related to teen pregnancy.

**TXDoT-Aggressive Drivers** – Aggressive drivers cause accidents by passing on the wrong side, tailgating and cutting drivers off—just to name a few. Try to steer clear of angry drivers and give them plenty of room.

**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

Brigadier General Tracy R. Norris is the Assistant Deputy Adjutant General, Texas Military Department. General Norris received an Army ROTC scholarship and began her military career in 1986 after graduating from Florida State University with a Bachelor of Science in Anthropology. She went on to receive her Master of Science in Urban and Regional Planning, a Master of Strategic Studies from the U.S. Army War College, and a Master of Business Administration from The University of Texas at Austin.



General Norris has had the privilege of serving the Army National Guard in four different states – Georgia, Florida, Massachusetts and Texas – and at the National Guard Bureau in Washington, D.C.

## CONGRESSMAN MICHAEL MCCAUL

Congressman Michael T. McCaul is currently serving his sixth term representing Texas' 10th District in the United States Congress. The 10th Congressional District of Texas stretches from Austin to the Houston suburbs, and includes Austin, Bastrop, Colorado, Fayette, Harris, Lee, Travis, Washington and Waller Counties.



### Chairman, House Committee on Homeland Security

On January 3, 2013, the beginning of the 113th Congress, Rep. McCaul became Chairman of the House Committee on Homeland Security. The Committee has oversight of the Department of Homeland Security ensuring it is able to carry out its core mission of protecting the American people from terrorist attacks.

Congressman McCaul is also the Chairman of the U.S.-Mexico Inter-Parliamentary Group (I.P.G.). Every year the Group meets to discuss issues and events involving the two nations. These meetings give both American and Mexican lawmakers the opportunity to address the challenges facing our two countries.

# THANKS TO OUR PARTNER!

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**NATIONALGUARD.com**

# BONNER McLANE PUBLIC SERVICE AWARDS

## MEDIUM MARKET TELEVISION KWTX-TV WACO-TEMPLE-BRYAN

When the Boys and Girls Club of Waco had an empty swimming pool, equipment in dire need of repair and very little money in the budget – even for staffing – their continued existence was threatened.

KWTX-TV learned of their plight and stepped in with news stories and a telethon to raise the needed funds.

With the help of Baylor football coach Art Briles, the station created an event that raised more than \$270,000 to save the Boys and Girls Club of Waco.



## MEDIUM MARKET RADIO KYKX-FM TYLER-LONGVIEW

In May, the community of Van was struck by a Category EF-3 tornado. KYKX-FM Tyler-Longview immediately began wall-to-wall coverage with meteorologists and on-the-scene reporters.

Thirty percent of the community was reduced to rubble.

KYKX set up their studios to receive relief supply donations such as water, clothing, cash and food which were distributed to the overwhelmed charities in Van.



## LARGE MARKET TELEVISION KVUE-TV AUSTIN

In response to the tragic 2015 Memorial Day weekend floods, KVUE-TV's coverage was wall to wall, followed by a "GoFundMe" campaign that raised more than \$42,000 for Hays County victims.

KVUE also collected several pickup loads of cleaning gear, donated by viewers, and delivered them to workers in the area.

The station also sponsored a local "Flood Aid TX" concert that raised \$150,000 for the United Way and the Austin Disaster Relief Network.



## LARGE MARKET RADIO KLUV-FM DALLAS-FORT WORTH

It's not just about the Christmas music on KLUV-FM.

The station's two day "Radiothon" in Dallas-Fort Worth raised more than \$1 million for Children's Health, a not-for-profit pediatric healthcare system which for more than 100 years has been committed to making life better for children.



## SMALL MARKET RADIO KJAS-FM JASPER

Record flooding struck the Sabine River Basin – hitting levels not seen since 1884.

KJAS-FM broadcast live during the event providing vital, current information on the rising waters.

After the event, KJAS broadcast live events collecting canned goods, clothing and cleaning supplies for flood victims—filling an 18-wheeler.

A barbecue fundraiser netted more than \$8,000.



## LARGE MARKET RADIO KFMK-FM AUSTIN

Spirit 105.9 moved swiftly to help those in Hays, Williamson and Travis counties whose homes were devastated by the Memorial Day weekend floods of 2015.

KFMK partnered with the Austin Disaster Relief Network organizing volunteers and a phone bank to raise crucial funds for flood relief, raising \$47,000 in cash donations. Spirit team members also hosted a remote at the ADRN warehouse, collecting cleaning supplies, electric saws, hand gloves, shovels, bedding and clean clothing.

