



Texas Association of Broadcasters

TEXAS BROADCASTERS WIN BIG IN 2019

As the year began Texas broadcasters were confronting some of the most daunting state and federal policy challenges our industry has ever faced. Thanks to strategic investments and a vast membership deeply engaged in our advocacy efforts, we wrapped the year with hard-fought victories on both fronts.

DC Policy Achievements

In DC, TAB played a pivotal role with NAB in derailing the renewal of STELAR, protecting retransmission consent and codifying the related good faith negotiation process. Once again, we led the country in securing Congressional opposition to a Performance Tax on Radio stations.

This followed our success at the end of 2018 in helping defeat a federal Ad Tax and secure an additional \$1 Billion for the Spectrum Repack fund that for the first time also provided reimbursement for Radio and Low-Power TV stations' repack costs.

We further advanced multiple deregulatory measures at the FCC ranging from EEO recordkeeping to KidVid rules, engaging directly with FCC officials such as Commissioner Michael O'Rielly who keynoted the TAB Show.

Texas Legislative Victories

In Austin, TAB successfully defended the Anti-SLAPP law and helped pass legislation restoring transparency to public officials' deliberations and how our tax dollars are being spent. We also quashed an attempt to strip the one-party consent rule for recording conversations.

We defeated legislation that would have banned the advertising of new cell- and plant-based meat products, shut off access to 9-1-1 recordings, and withdrawn Texas from the nation's existing time zone system.

TAB Show, Direct Member Services

The TAB Show itself once again was a major success, bringing NAB Show-caliber content and technology to Texas stations' backyard at an affordable price. Likewise, members continue to soak up our political updates, legal hotlines, online training services, newsroom workshop and FCC technical compliance inspection program.

2020 Agenda

Services – TAB is launching multiple new training programs for newsrooms, sales teams and engineers, and partnering with several colleges to introduce more students to careers in multimedia marketing and advertising. We're also expanding opportunities to recognize great achievements by younger broadcasters throughout the state.

Public Policy – With the Texas Legislature on hiatus this year, our public policy focus is on DC. On this front, we're fighting to defeat a Performance Tax, preserve our success on STELAR, protect music licensing consent decrees, encourage diversity in broadcast ownership, derail changes to deductibility of advertising costs and ensure changes to the C-Band of spectrum protect viewers and listeners.

TAB also is preparing for the 2021 legislative session. We'll need to defend the vast array of state sales and franchise tax exemptions and exclusions secured over the past 25 years as state lawmakers begin seeking revenue to sustain their extraordinary expansion of funding for public schools ahead of the 2021 legislative session. And we have more work to do to protect and advance Open Government.

Key to TAB Success?

Our success to date and in the future is due largely to broadcasters' individual engagement, from responding to TAB's calls to action, to paying membership dues and generously supporting the PEP program's PSAs for non-profit and governmental entities.

Working together, Texas broadcasters can continue to advance our industry and protect our ability to serve our local communities – thank you!