



DRIVING CHANGE

 **NABBPAC**
NATIONAL ASSOCIATION OF BROADCASTERS POLITICAL ACTION COMMITTEE

Our Mission

NABPAC promotes good citizenship and encourages voluntary contributions and participation in the political process by educating and mobilizing NABPAC eligible individuals to support candidates for political office who champion broadcast issues.

The **NAB Political Action Committee (NABPAC)** is a vital arm of NAB's advocacy efforts, and that is particularly true in an election year. The ability of NABPAC to make an impact can only be assured when broadcasters commit to growing their role in the organization.

Year after year, we strive to exceed expectations because our industry is better served when elected officials fully understand the issues facing stations.

While we have numerous legislative challenges ahead and many strong competitors, there is strength in numbers. Through a strong, unified voice, we can successfully drive change in our nation's capital that will ensure a vibrant future for broadcasters.



Gordon H. Smith
NAB President and CEO



MEMBERS TAKE NOTICE



DRIVING CHANGE

2016 Highlights and Future Initiatives

DOUBLED SOLICITATIONS

NAB member companies doubled their employee solicitations (14 total)

BEST YEAR YET

\$1.2 million raised and 830 donors – the highest totals ever in a calendar year

96% WIN RATE

NABPAC supported 225 candidates up for re-election, and 217 won

EDUCATING CONGRESS

60 new members of Congress to educate in the 115th Congress

IN-STATE EVENTS RAISED OVER \$470,000

In-state events hosted for members of Congress by local broadcasters raised over \$470,000

ENGAGE BROADCASTERS

Engage hundreds of new broadcasters in NABPAC advocacy

**FCC Sides With Broadcasters in
Ditching Changes to Retrans Rules**

DEADLINE

**FCC Limit on Local TV Ad-Sharing
Tossed Out by Appeals Court**

Bloomberg

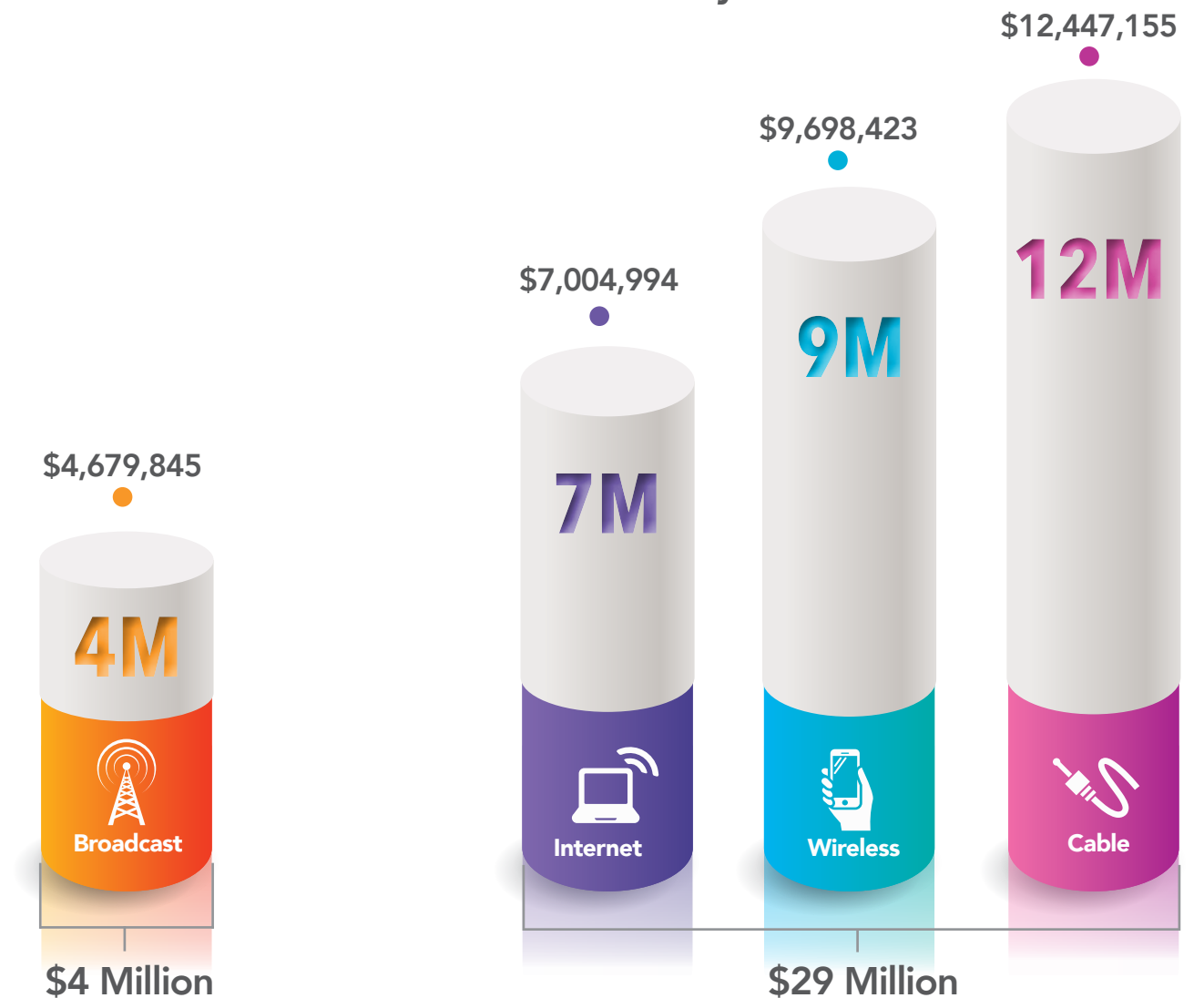
**Broadcasters Cheer DOJ Plan to
Leave Consent Decrees Untouched**

INSIDERADIO

WHY IT MATTERS

MAJOR COMPETITORS

Raised in 2016 Cycle



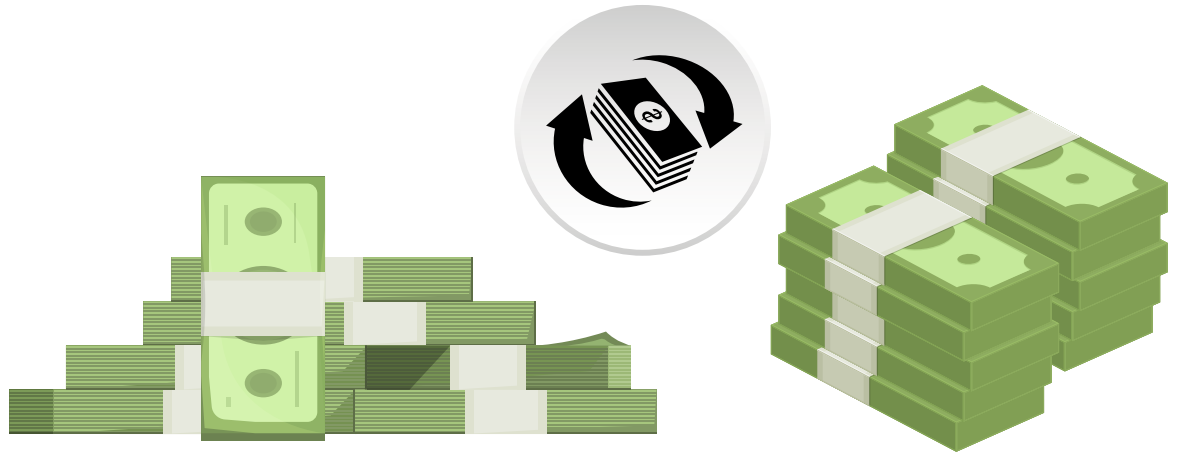
Continuing to increase the size of NABPAC is a top priority.

Broadcasters' growth has been healthy over the last six years, but our competitors are still outraising us by large margins. In an increasingly competitive marketplace, broadcasters' engagement is more important than ever. Supporting NABPAC is the best way to champion candidates and incumbents who stand up for broadcasting.



WHO WE SUPPORT

Funds raised in 2016 cycle

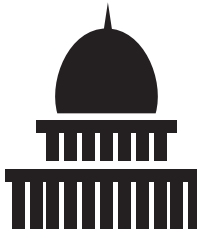
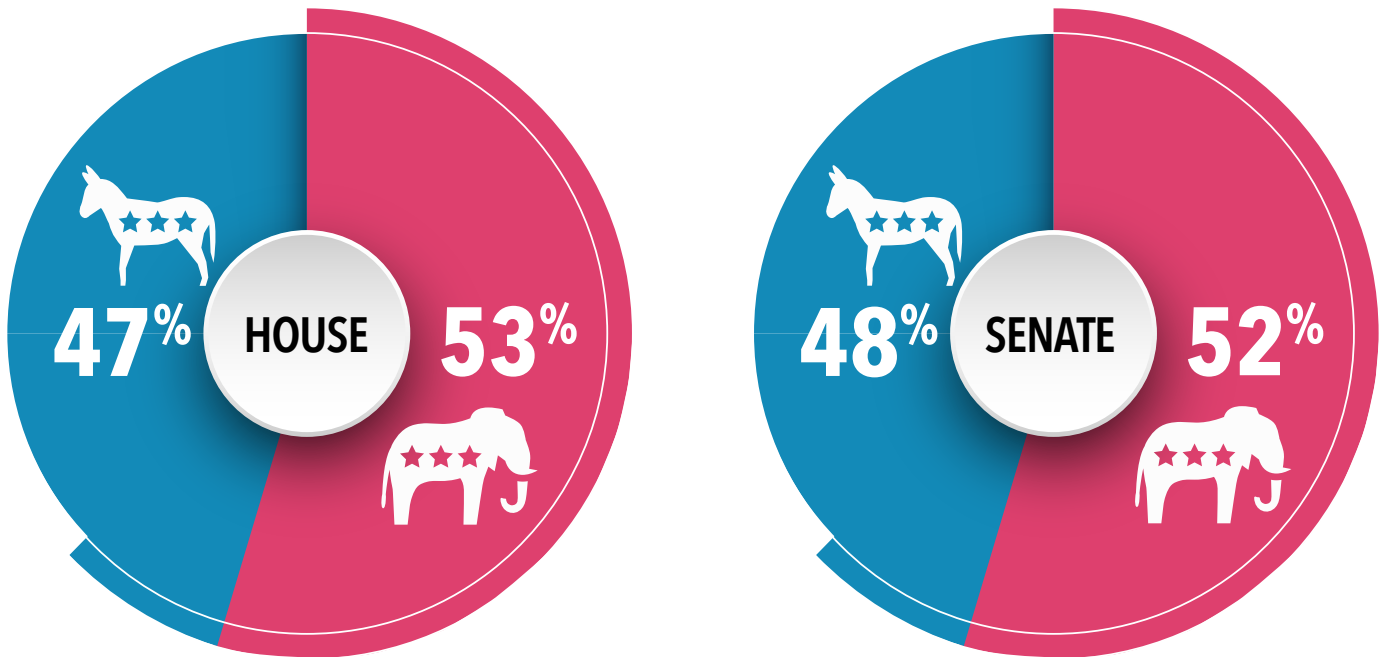


Raised \$2,385,758

Spent \$1,930,812

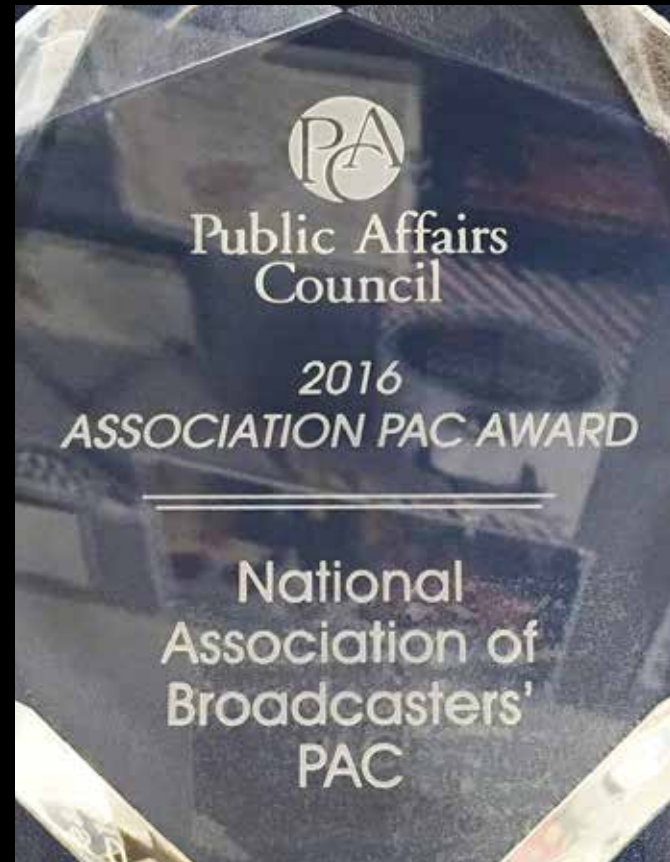
NABPAC is independent and bipartisan. Candidates and incumbents supported by the PAC are evaluated on their merits and their appreciation for the broadcast industry.

BIPARTISAN SUPPORT



292 Total Members of Congress Supported

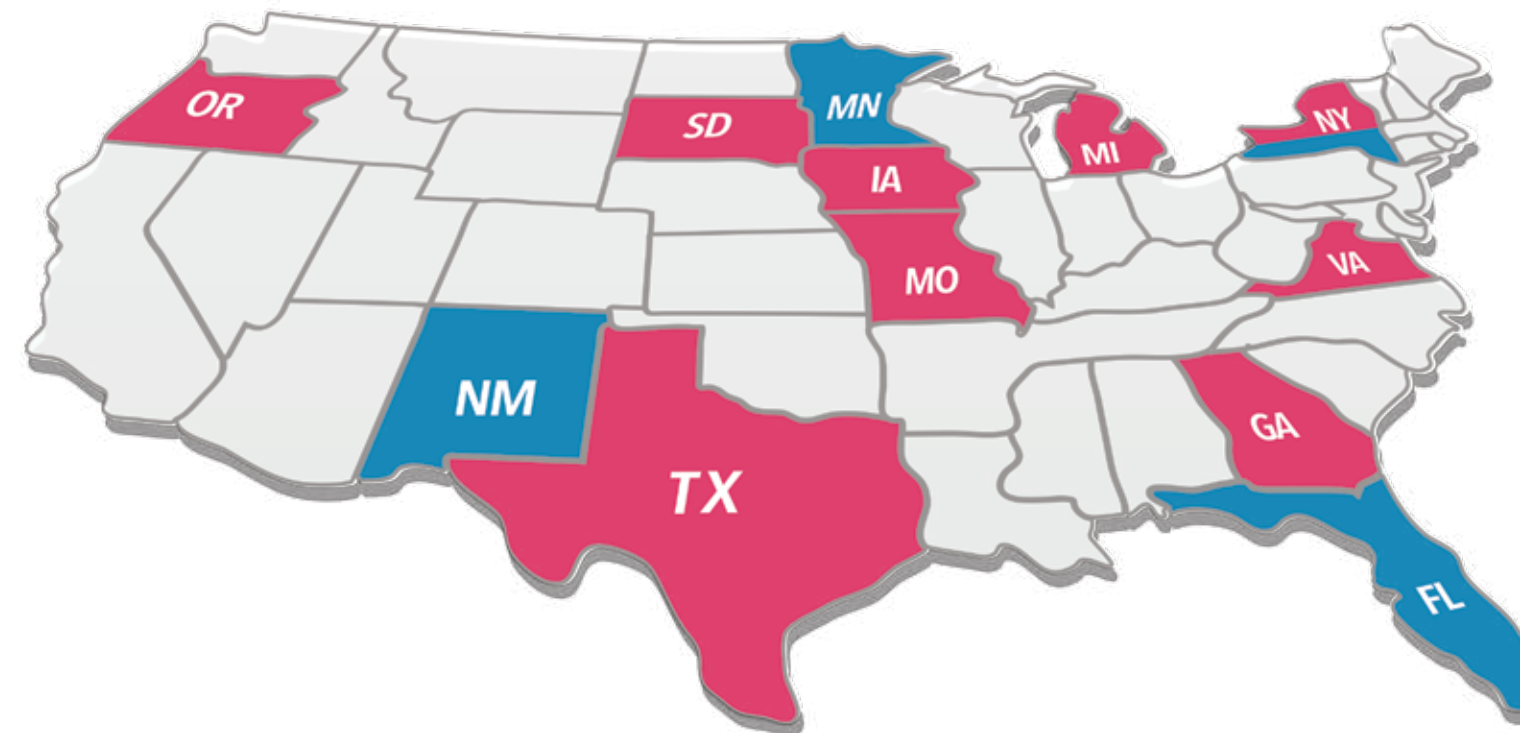
WHO WE SUPPORT



MAKING AN IMPACT

MAKE IT LOCAL

USMAP
INFOGRAPHICS



- 14 events hosted around the country
- Money raised at in-state events (\$477,400)

Contact NABPAC staff if you would like to participate in an event this year!

Broadcasters need to engage with members of Congress regularly. NABPAC's in-state events are a great way to do that. By aggregating broadcasters' resources, we are able to send a clear message about the issues that affect you and your stations. Make a difference in shaping the future of our industry.



COMPANY PARTICIPATION

Company solicitation recognition

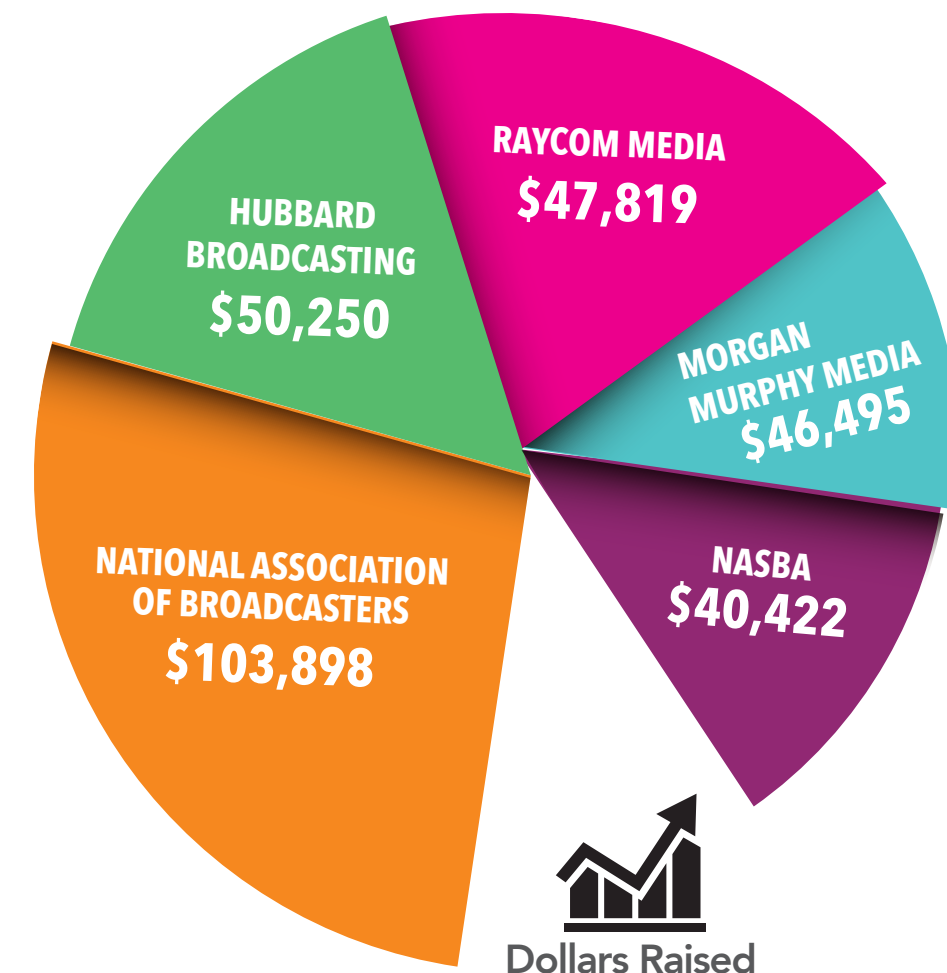
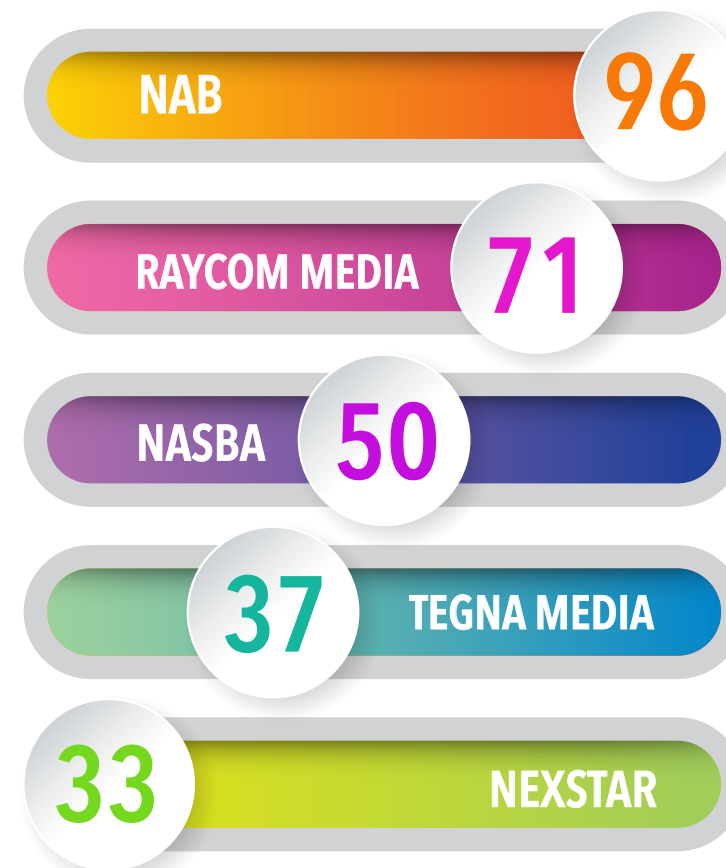


Thank you to those who held company solicitations in 2016.

NABPAC's success reflects the support of member companies and employees who understand that NABPAC protects the interests of local radio and TV stations in Washington, D.C.

TOP FIVE COMPANIES

Top 5 Donors



2016 State Broadcast Association
Executive Underwriters

Georgia, Illinois, Missouri,
Montana, New Mexico, Virginia



HOW TO JOIN

Every NABPAC contributor plays an important role in defining broadcasting's future. Membership benefits include:



Diamond Club

The most exclusive level of participation in NABPAC. Call NABPAC staff for more information.

\$5,000 ("A-List" level):

- Two complimentary registrations to NAB Show
- Two complimentary registrations for either Service to America, Radio Show or Small Market Television Exchange (donor's choice)
- Invitations to quarterly issue updates from NAB's Government Relations team
- Special recognition on site at NAB Show
- Invitations to VIP receptions at NAB State Leadership Conference, Radio Show and NAB Show
- Invitation to attend an exclusive teleconference with renowned political expert Charlie Cook
- Access to *Charlie Cook Political Report* weekly newsletter
- Exclusive policymaker-access events in Washington, D.C.
- Special thank-you gift and recognition on nabpac.com

\$2,500 - \$4,999 ("Broadcast Leader" level):

- One complimentary registration to NAB Show
- One complimentary registration for either Service to America, Radio Show or Small Market Television Exchange (donor's choice)
- Invitations to quarterly issue updates from NAB's Government Relations team
- Invitations to VIP receptions at NAB State Leadership Conference, Radio Show and NAB Show
- Invitation to attend an exclusive teleconference with renowned political expert Charlie Cook
- Access to *Charlie Cook Political Report* weekly newsletter
- Special thank-you gift

\$1,000 - \$2,499 ("Congressional Club" level):

- One complimentary registration to NAB Show
- Access to *Charlie Cook Political Report* weekly newsletter
- Invitations to quarterly issue updates from NAB's Government Relations team
- Invitations to VIP receptions at NAB State Leadership Conference, Radio Show and NAB Show

\$500 - \$999 ("Capitol Club" level):

- Invitations to quarterly issue updates from NAB's Government Relations team
- Invitations to VIP receptions at NAB State Leadership Conference, Radio Show and NAB Show





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2016 NABPAC Leadership

Thank you to the following NABPAC trustees who are making a positive difference in our efforts.

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Members of NABPAC’s prestigious A-List make a personal contribution of \$5,000 in a calendar year.

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Orange names designate 2016 Power Players who increased their donations by 10 percent. Diamond Club

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