



## 2023 Plan – as approved by OAB Board of Directors *Summary of activity through August, 2023*

The following summarizes OAB activities during the first eight months of the year against the plan approved by the OAB Board of Directors at our December 7, 2022 meeting.

### Advocacy Services

**Goal:** Effectively advocate on issues impacting broadcasters at the federal and state levels, and raise awareness of the broadcast industry, and the OAB, with the Ohio Congressional delegation and key members of the Ohio General Assembly.

#### ***Federal Level***

2023 Plan	Activity through August 2023
<ul style="list-style-type: none"> <li>• Advocate on key issues of importance to radio &amp; television stations:               <ul style="list-style-type: none"> <li>• Key legislative issues are expected to include:                   <ul style="list-style-type: none"> <li>• performance tax</li> <li>• retransmission consent</li> </ul> </li> <li>• Monitor pending FCC proceedings for potential impact on OAB members and participate in comments filed by NASBA or Brooks Pierce as necessary.</li> </ul> </li> <li>• Continue building relationships with members of Ohio Congressional delegation, with particular emphasis on those with key committee assignments:               <ul style="list-style-type: none"> <li>• Conduct outreach with new U.S. Senator and new House Members elected on 11/8/22 – educate about broadcaster issues.</li> <li>• Conduct district meetings with Members of Ohio delegation.</li> <li>• Coordinate visits for DC-based staff with stations in their districts.</li> <li>• Communicate with congressional offices on important issues.</li> <li>• Meet periodically with DC telecom staff.</li> </ul> </li> <li>• Engage OAB membership in advocacy efforts:               <ul style="list-style-type: none"> <li>• Coordinate Hill visits in conjunction with NAB State Leadership Conference – GMs from OAB members will be invited to participate in Hill visits.</li> <li>• Encourage participation in Congressional district meetings.</li> <li>• Provide updates to OAB members about relevant pending issues.</li> <li>• Continue building advocacy resources on OAB website.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Congress:               <ul style="list-style-type: none"> <li>• Virtual Multichannel Video Programming Distributors (vMVPD):                   <ul style="list-style-type: none"> <li>• Preparing for in-person meeting with Rep. Latta to discuss vMVPD issue in advance of communications subcommittee hearing.</li> <li>• Worked with Brooks Pierce to provide briefing for Rep. Latta's telecom staff member.</li> </ul> </li> <li>• AM radio:                   <ul style="list-style-type: none"> <li>• Continued outreach to House members to co-sponsor AM Radio for Every Vehicle Act.</li> <li>• Met with Ohio Emergency Management Agency and several county EMA directors to discuss AM radio issue. A letter from the county EMAs supporting AM radio act was sent.</li> <li>• Participated in NAB-NASBA fly-in on AM Radio for Every Vehicle Act – a group of OAB members met with 13 members of Ohio delegation.</li> <li>• Contacted Ohio delegation to cosponsor AM Radio for Every Vehicle Act legislation. Sens. Vance and Brown, and Reps. Johnson and Carey are cosponsors.</li> <li>• Compiled <i>AM Serves Ohio</i> piece to use on Hill visits.</li> <li>• Contacted Ohio Members to sign letter to automakers, led by Rep Bob Latta, requesting info regarding their removal of AM from vehicles. More than 100 House Members, including eight from Ohio, signed the letter.</li> <li>• Met with Rep. Latta and two broadcasters from his district to discuss the AM radio in vehicles issue.</li> <li>• Provided Ohio AM stations with updates on AM radio issue. More than ,000 emails and tweets have been sent to Ohio Congressional offices in support of AM radio.</li> <li>• Met with Ohio Emergency Management Agency and several county</li> </ul> </li> </ul> </li> </ul>

<ul style="list-style-type: none"> <li>Continue building resources on website to highlight station localism activities that reinforce critical role of local broadcasters with Congressional offices.</li> <li>Distribute membership directory to members of Congressional delegation.</li> </ul>	<p>EMA directors to discuss AM radio issue. A letter from the county EMAs supporting AM radio act was sent.</p> <ul style="list-style-type: none"> <li>Performance tax: <ul style="list-style-type: none"> <li>Confirmed Sen. Brown as co-sponsor of Local Radio Freedom Act (LRFA).</li> <li>Contacted Ohio delegation to ask them to co-sponsor LRFA – to date, 13 House members are co-sponsors.</li> <li>Contacted Ohio delegation to oppose the American Music Fairness Act during Grammys on the Hill.</li> <li>Met with Rep. Brown’s staff following her co-sponsorship of pro-performance tax legislation at the end of 2022.</li> </ul> </li> <li>Other issues: <ul style="list-style-type: none"> <li>Organized broadcaster participation for an Advertising Coalition meeting with Rep. Mike Carey to discuss advertising deductibility.</li> <li>Requested Sens. Vance and Brown to sign a letter to FCC urging an expeditious roll-out of NextGen TV. Neither joined the letter, which was signed by 27 Senators.</li> </ul> </li> <li>FCC: <ul style="list-style-type: none"> <li>Notified OAB member stations of national EAS on Oct. 4.</li> <li>Notified Ohio stations selected for FCC random EEO audits.</li> <li>Participated in joint reply comments filed with the FCC by all 50 state associations supporting the Commission’s revised method for calculating regulatory fees.</li> <li>Received notification that Ohio’s state EAS plan was approved by the FCC.</li> <li>Participated in meetings at the FCC in conjunction with NAB’s State Leadership Conference. Thom Mandel, Brian Lorenzen and Chris Merritt attended the meetings.</li> </ul> </li> <li>Other activities: <ul style="list-style-type: none"> <li>Encouraged Members of Ohio delegation to record NAB PSAs.</li> <li>Met in-person with DC telecom staff members in 11 Congressional offices, including all three new House members, in advance of NAB SLC.</li> <li>Conducted meetings with all Members of Ohio Congressional delegation as part of NAB SLC.</li> <li>Producing updated membership directory for distribution to all Members of Ohio Congressional delegation.</li> </ul> </li> </ul>
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## State Level

<b>2023 Plan</b>	<b>Activity through August 2023</b>
<ul style="list-style-type: none"> <li>Ohio General Assembly: <ul style="list-style-type: none"> <li>Monitor state budget bill for any tax-related proposals that impact broadcasters.</li> <li>Monitor legislative proposals and statewide ballot initiatives to legalize adult use marijuana. If appropriate, we will advocate for the elimination of current state rules that prohibit</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Coordinated station tour for State Sen. Michele Reynolds. Tony D’Angelo hosted the tour at WSYX/WTTE.</li> <li>Coordinated station tour for State Rep. Adam Mathews. Jeff Brogan hosted the tour at WCPO.</li> <li>Monitoring implementation of new Division of Medical Marijuana Control established in state biennial budget bill.</li> </ul>

<p>broadcast advertising.</p> <ul style="list-style-type: none"> <li>• Monitor other pending legislation and advocate for or against legislation that impacts broadcasters.</li> <li>• Participate in coalitions lobbying on legislative issues that impact broadcasters as employers.</li> <li>• Continue building resources on website to highlight station localism activities that reinforce critical role of local broadcasters with state elected officials and state agency leadership.</li> <li>• Distribute membership directory to state elected officials and state agency leadership.</li> <li>• Provide communication to OAB members about relevant pending issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Met with sponsor of legislation to update Ohio's medical marijuana law regarding advertising provisions.</li> <li>• Conducted introductory meetings with several freshmen members of Ohio House of Representatives.</li> </ul>
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### ***Industry & Community Service***

<b><i>2023 Plan</i></b>	<b><i>Activity through August 2023</i></b>
<ul style="list-style-type: none"> <li>• Develop and implement plan to promote career resources on new OAB website.</li> <li>• Develop plan for Ohio Broadcasters Foundation for activities that engage young professionals currently working at stations and encourage students to learn more about broadcast-related careers. DE&amp;I advisory committee will provide recommendations.</li> <li>• Fund P1 Futures sales training for students Central State University.</li> <li>• Provide \$1,000 grants to 10 OAB members to attend NAB Vegas conference.</li> <li>• Provide \$2,500 internship support awards to six OAB member stations.</li> <li>• Award \$2,500 OAB Kids Scholarship to child of an OAB member station employee.</li> <li>• Continue representing broadcasters on statewide committees and organizations: <ul style="list-style-type: none"> <li>• Ohio AMBER Alert Advisory Committee – oversees Ohio's AMBER Alert and other missing child/adult plans.</li> <li>• Ohio Debate Commission Board – organizes and coordinates debates on statewide elections and issues.</li> <li>• OHSAA Media Advisory Committee – provides feedback and input to OHSAA regarding media broadcast and coverage of high school sports.</li> <li>• State Emergency Communications Committee – provides input on EAS-related issues.</li> <li>• Ohio Committee for Severe Weather Awareness – promotes severe weather and emergency preparedness.</li> <li>• Ohio Statehouse Capitol Square Foundation Board – raises funds used to maintain and expand Statehouse museum and</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Coordinating P1 Futures sales training course for two communications classes at Central State University for fall semester. Initial effort during spring semester was well-received.</li> <li>• Working with WCPO and Radio One on pilot program to provide station tours for high school students. Field trip will be held in mid-Oct.</li> <li>• Selected six stations by random drawing to receive OAB internship support grants. 18 applications were received. Conducting follow-up meetings with interns following their internships.</li> <li>• Participating in quarterly meetings of the Ohio AMBER Alert Advisory Committee. Participating in planning committee for annual Ohio Alerts Conference in Oct.</li> <li>• Participating in executive committee and quarterly board meetings of Ohio Debate Commission. Provided staffing support for Akron mayoral primary debate in April. Planning for town hall on Issue 1 on Nov. election ballot.</li> <li>• Participating in quarterly meetings of the Ohio Committee for Severe Weather Awareness. Coordinated station contributions for Severe Weather poster contest winners.</li> <li>• Promoted OAB Kids Scholarship awarded to the child of an OAB member station employee. 20 applications were received and Foundation Board completed the judging and selection process.</li> <li>• Provided 10 grants of \$1,000 to OAB members to attend NAB Show in Las Vegas.</li> <li>• Participated in monthly executive committee meetings and attended spring board meeting for Broadcast Education Association.</li> <li>• Participating in bi-monthly meetings of Statehouse Capitol Square Foundation Board.</li> <li>•</li> </ul>

<p>historic artifacts.</p> <ul style="list-style-type: none"> <li>• Continue building resources on website to highlight station localism activities that reinforce critical role of local broadcasters with elected officials.</li> <li>• Participate in programs to raise profile of OAB and industry.</li> <li>• Continue representing broadcasters with government and community organizations as needed.</li> </ul>	
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## Compliance and Training Services

**Goal:** Provide valuable information and resources that help member stations stay in compliance with federal and state regulations and offer opportunities for staff professional development.

### Training Resources

2023 Plan	Activity through August 2023
<p>Continue offering compliance and training resources at little or no cost for members. Resume in-person events and focus on raising more sponsorship revenue to offset expenses. <b><i>In-person events are in boldface and italics.</i></b></p> <p>Management:</p> <ul style="list-style-type: none"> <li>• Continue DE&amp;I diversity dialogues for managers.</li> <li>• Continue DE&amp;I-related training for interested station staff.</li> <li>• Conduct quarterly legal webinars with Brooks Pierce.</li> <li>• <b><i>Conduct two small market radio roundtables with IN and KY.</i></b></li> <li>• <b><i>Conduct Executive Forum.</i></b></li> </ul> <p>HR/Operations:</p> <ul style="list-style-type: none"> <li>• Develop and promote DE&amp;I-related recruitment resources.</li> <li>• Conduct annual employment law webinar with Vorys.</li> </ul> <p>Sales:</p> <ul style="list-style-type: none"> <li>• Provide free member access to P1 Learning's Ten-Minute Trainer network.</li> <li>• Underwrite registration fees for 24 OAB members to participate in P1 Plus new seller training program.</li> <li>• Conduct webinar on Ohio advertising rules with Vorys.</li> <li>• Provide free member access to monthly LBS sales webinars.</li> <li>• Provide free member access to full LBS on-demand curriculum.</li> <li>• Offer other sales webinars.</li> <li>• <b><i>Conduct in-person sales seminar.</i></b></li> </ul>	<p>Management:</p> <ul style="list-style-type: none"> <li>• Planning for fall small market radio roundtable in Nov. for Ohio members only.</li> <li>• Conducted spring small market radio roundtable at Great American Ballpark in Cincinnati in conjunction with Indiana and Kentucky broadcasters associations. 34 attendees from three states.</li> <li>• Continued convening meetings of small market station work group on live video streaming. An email group has been created for the participants to communicate between meetings.</li> </ul> <p>HR/Operations:</p> <ul style="list-style-type: none"> <li>• Promoting annual employment law webinar with Vorys to be conducted on 10/24.</li> </ul> <p>Sales:</p> <ul style="list-style-type: none"> <li>• Provided discount for OAB members attending Radio Ink Sales Summit on 9/13-14 in Cincinnati.</li> <li>• Promoting political broadcasting webinar with Brooks Pierce on 10/11.</li> <li>• Promoting in-person sales seminar presented by Steve Wexler on 10/17.</li> <li>• Continued promoting quarterly P1 program for new sellers – Q3 – 10 reg.; Q2 - 4 reg.; Q1 - 10 reg.</li> <li>• Continued promoting monthly LBS sales webinars: Aug - 22 reg.; Jul - 20 reg.; Jun - 42 reg.; May - 29 reg.; Apr - 25 reg.; Mar - 33 reg.; Feb - 27 reg.; Jan - 24 reg.</li> <li>• Continued promoting monthly 3<sup>rd</sup> Thursday webinars: Aug - 17 reg.; Jul - 11 reg.; Jun - 6 reg.; May - 7 reg.; Apr - 7 reg.; Mar - 13 reg.; Feb - 10 reg.; Jan - 11 reg.</li> <li>• Continued promoting Ten-Minute Trainer network with P1 Selling: 31 reg thru 8/30.</li> <li>• Continued promoting LBS on-demand sales resources.</li> </ul>

<p>Engineering:</p> <ul style="list-style-type: none"> <li>• <b>Conduct Midwest Broadcast &amp; Multimedia Technology Conference with IN &amp; KY associations.</b></li> <li>• Organize best practices virtual forums for engineers as needed.</li> </ul> <p>News:</p> <ul style="list-style-type: none"> <li>• Coordinate with Ohio News Media Association and other state associations to provide free webinars and resources for newsrooms.</li> <li>• Provide sponsorship support for AP legislative conference and OSBA law &amp; media conference.</li> </ul>	<p>Engineering:</p> <ul style="list-style-type: none"> <li>• Continued planning for MBMTC 2023 to be held on 9/28 in Columbus: <ul style="list-style-type: none"> <li>• Four states participating – OH, IN, KY, MI. SBE is also conducting its national membership meeting in conjunction with conference.</li> <li>• Exhibit hall is sold out with 55 booths.</li> <li>• All general and breakout sessions confirmed.</li> <li>• 165 registered attendees for the conference as of 9/8.</li> </ul> </li> </ul> <p>News:</p> <ul style="list-style-type: none"> <li>• Participating on planning committee for bar association law &amp; media conference.</li> <li>• Promoted Poynter Institute webinar on crime reporting with IN &amp; KY – 26 reg.</li> </ul>
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### ***Publications and Website***

<b><i>2023 Plan</i></b>	<b><i>Activity through August 2023</i></b>
<ul style="list-style-type: none"> <li>• Distribute updated Ohio advertising rules guide prepared by Vorys in conjunction with webinar.</li> <li>• Work with Brooks Pierce to produce and distribute 2023 compliance calendar.</li> <li>• Continue refining and building content on website.</li> <li>• Refine marketing materials to more effectively promote OAB member benefits and services.</li> <li>• Distribute legal bulletins as needed from Brooks Pierce and Vorys.</li> <li>• Distribute weekly <i>Insight Edge</i> sales newsletter.</li> <li>• Continue building social media presence.</li> <li>• Evaluate communications tools to determine most effective means of providing information and promoting services to members.</li> </ul>	<ul style="list-style-type: none"> <li>• Continuing regular posts on OAB Facebook and Twitter accounts.</li> <li>• Distributing legal bulletins as produced by Brooks Pierce and Vorys.</li> <li>• Distributing weekly <i>Insight Edge</i> newsletter to sales staff.</li> <li>• Completed updates to website to address technical glitches and design clean-up.</li> <li>• Worked with Vorys to produce and distribute updated <i>Broadcasters' Guide to Advertising in Ohio</i> guide.</li> <li>• Worked with Brooks Pierce to produce and distribute a printed compliance calendar of legal deadlines to all members.</li> <li>• Worked with Vorys to update federal and state employer postings for website.</li> </ul>

### ***Hotlines***

<b><i>2023 Plan</i></b>	<b><i>Activity through August 2023</i></b>
<ul style="list-style-type: none"> <li>• Develop marketing strategies to increase awareness of FCC legal hotline, Ohio Info-Line and Engineering hotline.</li> </ul>	

### ***Alternative Broadcast Inspection Program***

<b><i>2023 Plan</i></b>	<b><i>Activity through August 2023</i></b>
<ul style="list-style-type: none"> <li>• Coordinate inspections for stations whose certificates of compliance expire in 2023.</li> <li>• Promote participation by stations that have not previously been inspected or those that have expired certificates.</li> </ul>	<ul style="list-style-type: none"> <li>• Planning outreach to stations that have not previously been inspected.</li> <li>• Contacting stations with certificates expiring in 2023.</li> <li>• Processing inspection applications received.</li> </ul>

## Business Support Services

**Goal:** Offer cost-saving programs that reduce expenses for member stations.

### ***Workers' Compensation Group Rating Program***

<b><i>2023 Plan</i></b>	<b><i>Activity through August 2023</i></b>
<ul style="list-style-type: none"> <li>Maintain stable participation in program by current eligible members.</li> <li>Work with our plan administrator, Sedgwick (formerly Careworks), to improve marketing of program to non-participating members for 2023-24 plan year.</li> </ul>	

### ***Other Affinity Programs***

<b><i>2023 Plan</i></b>	<b><i>Activity through August 2023</i></b>
<ul style="list-style-type: none"> <li>Explore opportunities for new services for OAB members.</li> </ul>	

## Other Areas

### ***Membership Recruitment & Retention***

<b><i>2023 Plan</i></b>	<b><i>Activity through August 2023</i></b>
<ul style="list-style-type: none"> <li>A 3% dues increase is included in the 2023 budget.</li> <li>Retain 99% of membership dues.</li> <li>Membership recruitment – recruit 1 broadcast member and 2 associate members.</li> </ul>	<ul style="list-style-type: none"> <li>Distributed membership dues invoices in mid-January. Total amount invoiced was \$174,040 – \$161,725 collected to date (93%).</li> </ul>

### ***NCSA-PEP Program***

<b><i>2023 Plan</i></b>	<b><i>Activity through August 2023</i></b>
<ul style="list-style-type: none"> <li>Recruit \$737,800 in renewing and new campaigns.</li> <li>Ohio Army National Guard (OHARNG): <ul style="list-style-type: none"> <li>Manage transition of contract from national to state level.</li> <li>Coordinate stations visits for new OHARNG leadership.</li> </ul> </li> <li>Program promotion: <ul style="list-style-type: none"> <li>Focus on expanding awareness of NCSA-PEP program with state agencies, non-profits and trade associations.</li> <li>Continue building digital component to increase program value for NCSA-PEP sponsors.</li> </ul> </li> <li>Program operation: <ul style="list-style-type: none"> <li>Deliver, at a minimum, contracted ratio on all budgeted</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>\$509,800 in confirmed or strongly committed revenue for 2023 (69% of budget).</li> <li>Executed new one-year contract with Ohio Army National Guard.</li> <li>Retained Crosshair Media Placement to recruit new NCSA-PEP sponsors.</li> <li>Continuing outreach with organizations that have expressed interest in campaigns for 2023.</li> <li>Continuing to monitor and manage station participation and airplay.</li> <li>Completed final campaign reports for all 2022 campaigns.</li> </ul>

<ul style="list-style-type: none"> <li>campaigns.</li> <li>• Continue encouraging stations to submit affidavits electronically.</li> <li>• Collect updated rate information from all stations participating in NCSA/PEP campaigns.</li> <li>• Continue building key contacts at participating member stations and provide regular updates on current campaigns.</li> <li>• Increase reporting from participating stations and continue increasing the number of members airing NCSA-PEP spots.</li> </ul>	
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### ***OAB Governance & Operations***

<b><i>2023 Plan</i></b>	<b><i>Activity through August 2023</i></b>
<ul style="list-style-type: none"> <li>• Continue refining and building content on website.</li> <li>• Improve sponsorship support for OAB training events and programs.</li> <li>• Continue refining marketing efforts to promote member programs and services.</li> <li>• Continue staff development efforts, including quarterly volunteer activities and station visits.</li> <li>• Develop succession plan and risk management assessment documents.</li> <li>• Continue developing policy and procedures manual.</li> <li>• Continue regular evaluation of investment policy statement with advisor.</li> <li>• Conduct a membership satisfaction survey.</li> <li>• Conduct planning meeting for Foundation Board in conjunction of DE&amp;I advisory committee activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Continuing to work with building management for office lease renewal – current lease expires in Oct.</li> <li>• Continuing work on membership database to clean up outdated info and prepare for membership data validation process.</li> <li>• Completed updates to website to address technical glitches and design clean-up.</li> <li>• Completed 2022 audit with Wilson Shannon &amp; Snow – a clean opinion was issued.</li> <li>• Worked with Vorys to update terms of use for website.</li> </ul>