



2024 Plan – as approved by OAB Board of Directors *Summary of activity through February, 2024*

The following summarizes OAB activities during the first two months of the year against the plan approved by the OAB Board of Directors at our December 7, 2023 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

2024 Plan	Activity through Feb. 2024
<ul style="list-style-type: none"> • Advocate on issues of importance to radio & television stations: <ul style="list-style-type: none"> • Key legislative issues are expected to include: <ul style="list-style-type: none"> • AM Radio in Every Vehicle Act • Local Radio Freedom Act and performance royalty legislation • Regulation of virtual MVPDs • Monitor pending FCC proceedings for potential impact on OAB members and participate in comments filed by NASBA or Brooks Pierce as necessary. • Continue building relationships with members of Ohio Congressional delegation, with particular emphasis on those with key committee assignments: <ul style="list-style-type: none"> • Conduct district meetings with Members of Ohio delegation. • Encourage visits for DC-based staff with stations in their districts. • Communicate with congressional offices on relevant issues. • Meet periodically with DC telecom staff. • Engage OAB membership in advocacy efforts: <ul style="list-style-type: none"> • Coordinate Hill visits in conjunction with NAB State Leadership Conference – invite GMs from OAB member stations to participate in Hill visits. • Encourage participation in Congressional district meetings. • Provide periodic updates to OAB members about relevant pending issues. • Continue building advocacy resources on OAB website. • Continue building resources on website to highlight station localism activities that reinforce critical role of local broadcasters with Congressional offices. • Distribute membership directory to members of Congressional delegation. 	<ul style="list-style-type: none"> • Confirmed Rep. Mike Turner as co-sponsor of AM Radio for Every Vehicle Act. • Met in-person with DC staff members in 13 Congressional offices. • Coordinated meetings with all Members of Ohio Congressional delegation for OAB members participating in Capitol Hill visits as part of NAB State Leadership Conference. • Compiled and produced localism piece highlighting station contributions to local communities. • Participating in discussions with state associations about a potential legal challenge to the FCC’s order reinstating Form 395-B.

State Level

2024 Plan	Activity through Feb. 2024
<ul style="list-style-type: none"> • Ohio General Assembly: <ul style="list-style-type: none"> • Monitor implementation of marijuana legalization and advocate for the elimination of current state rules that prohibit broadcast advertising. • Continue coordinating station visits for selected members of Ohio General Assembly. • Monitor other pending legislation impacting broadcasters. • Participate in coalitions lobbying on legislative issues that impact broadcasters as employers. • 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. • Distribute membership directory to state elected officials and state agency leadership. • Provide communication to OAB members about relevant pending issues. 	<ul style="list-style-type: none"> • Monitoring legislative proposals addressing implementation of Ohio's new adult use marijuana law. • Met with new Superintendent of the Division of Cannabis Control to discuss advertising rules to be promulgated. • Monitoring legislative proposals on artificial intelligence to ensure broadcasters are not liable for airing ads that contain deepfakes. • Monitoring legislative proposals impacting access to public records.

Industry & Community Service

2024 Plan	Activity through Feb. 2024
<ul style="list-style-type: none"> • 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. • College industry recruitment activities: <ul style="list-style-type: none"> • Continue offering P1 Futures training at Central State University and explore expanding to other schools. • Conduct outreach with broadcast programs at four-year colleges & universities and community colleges to explore opportunities for collaboration. • Pilot some station visits for faculty members • Develop a student track at MBMTC 2024 • Complete the buildout of career page on website, including internship info. Develop plan to promote OAB career resources. • High school industry recruitment activities: <ul style="list-style-type: none"> • Collaborate with Ohio Scholastic Media Association on efforts to support teachers and advisors of high school broadcast programs. • Expand high school station visits – replicate fall 2023 field trip in two more markets. • Facilitate mentorship activities for 2023 MIW-OAB Women in Radio mentee and coordinate 2024 MIW-OAB mentorship. • Provide \$2,500 internship support awards to six OAB member stations. • Award \$2,500 OAB Kids Scholarship to child of an OAB member station employee. • Continue representing broadcasters on statewide committees and 	<ul style="list-style-type: none"> • Began MIW-OAB Women in Radio mentorship with initial mentee. Carolyn Cassidy is serving as lead mentor. • Promoting OAB Kids Scholarship awarded to the child of an OAB member station employee. Application deadline is 3/22/2024. • DE&I initiatives: <ul style="list-style-type: none"> • Selected six stations by random drawing to receive OAB internship support grants. 14 applications were received. • Coordinated with Ohio Emergency Management Agency regarding EAS-related issues for AMBER alerts and monthly tests. • Represented broadcasters on statewide committees and organizations: <ul style="list-style-type: none"> • Coordinating member stations to present at conferences for Ohio Scholastic Media Association and Central State University Communications Week. • Participated in Q1 meeting of the Ohio AMBER Alert Advisory Committee. Participating on planning committee for annual Ohio Alerts Conference in Oct. • Participated in executive committee and Q1 board meeting of Ohio Debate Commission. • Participated in Q1 meeting of the Ohio Committee for Severe Weather Awareness and served as judge for annual poster contest. Coordinated station contributions for Severe Weather poster contest winners. • Met with OHSAA staff to discuss rules regarding video streaming

<p>organizations:</p> <ul style="list-style-type: none"> • Ohio AMBER Alert Advisory Committee – oversees Ohio’s AMBER Alert and other missing child/adult plans. • Ohio Debate Commission Board – organizes and coordinates debates on statewide elections and issues. • OHSAA Media Advisory Committee – provides feedback and input to OHSAA regarding media broadcast and coverage of high school sports. • State Emergency Communications Committee – provides input on EAS-related issues. • Ohio Committee for Severe Weather Awareness – promotes severe weather and emergency preparedness. • Ohio Statehouse Capitol Square Foundation Board – raises funds used to maintain and expand Statehouse museum and historic artifacts. • Continue building resources on website to highlight station localism activities that reinforce critical role of local broadcasters with elected officials. • Participate in programs to raise profile of OAB and industry. • Continue representing broadcasters with government and community organizations as needed. 	<p>opportunities for radio stations.</p> <ul style="list-style-type: none"> • Participated in bi-monthly meetings of Statehouse Capitol Square Foundation Board. Supported Ohioans in Space unveiling and dinner. • Participated in monthly executive committee meetings for Broadcast Education Association.
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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

2024 Plan	Activity through Feb. 2024
<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.</p> <p>Management:</p> <ul style="list-style-type: none"> • Conduct two small market radio roundtables with IN and KY. • Conduct Executive Forum. • Conduct periodic legal webinars with Brooks Pierce. • Conduct webinar series focused on changing workforce to support DE&I efforts. <p>HR/Operations:</p> <ul style="list-style-type: none"> • Develop and promote DE&I-related recruitment resources. • Conduct annual employment law webinar with Vorys. <p>Sales:</p>	<p>Management:</p> <ul style="list-style-type: none"> • Began planning for Executive Forum to be held this summer. • Promoted webinars on using AI for sales and programming. <p>Sales:</p> <ul style="list-style-type: none"> • Promoting quarterly P1 program for new sellers: Q1 - 11 reg. • Promoting monthly LBS sales webinars: Feb – xx reg.; Jan - xx reg. • Promoting monthly 3rd Thursday webinars: Feb - 9 reg.; Jan - 9 reg. • Promoting Ten-Minute Trainer network with P1 Selling: 59 reg. in Jan. <p>Engineering:</p> <ul style="list-style-type: none"> • Confirmed date for MBMTC 2024 – Oct. 2-3 in Columbus: <ul style="list-style-type: none"> • Added PA to OH, IN, KY, MI as presenting states. • Program committee will meet in March to plan sessions. • Exhibitor registration will open in late March.

<ul style="list-style-type: none"> • Conduct 3-4 regional sales seminars (instead of statewide seminar). • Underwrite member registration fees for P1 Learning's Ten-Minute Trainer network. • Underwrite registration fees for 36 OAB members to participate in P1 Plus new seller training program. • Provide free member access to monthly LBS sales webinars. • Offer other sales webinars. <p>Engineering:</p> <ul style="list-style-type: none"> • Continue building Midwest Broadcast & Multimedia Technology Conference with other state associations. <ul style="list-style-type: none"> • Develop student track for MBMTC 2024. • Organize best practices virtual forums for engineers as needed. <p>News:</p> <ul style="list-style-type: none"> • Coordinate with other state associations to offer webinars and resources for newsrooms. • Provide sponsorship support for AP legislative conference and OSBA law & media conference. <p>Programming:</p> <ul style="list-style-type: none"> • Coordinate a webinar for programmers at radio stations. 	<p>News:</p> <ul style="list-style-type: none"> • Purchasing registrations for OAB members for Poynter Beat Academy webinar series – 5 reg. to date • Promoted NATAS webinar on reporting on addiction. • Promoted state association webinar on decoding encryption.
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Publications and Website

<i>2024 Plan</i>	<i>Activity through Feb. 2024</i>
<ul style="list-style-type: none"> • Work with Brooks Pierce to produce and distribute 2024 compliance calendar. • Distribute legal bulletins as needed from Brooks Pierce and Vorys. • Distribute weekly <i>Insight Edge</i> sales newsletter. • Continue building social media presence. • Continue refining and building content on website. • Refine marketing materials to more effectively promote OAB member benefits and services. • Evaluate communications tools to determine most effective means of providing information and promoting services to members. 	<ul style="list-style-type: none"> • Worked with Brooks Pierce to produce and distribute a printed compliance calendar of legal deadlines to all members. • Worked with Vorys to update federal and state employer postings for website. • Distributing legal bulletins as produced by Brooks Pierce and Vorys. • Distributing weekly <i>Insight Edge</i> newsletter to sales staff. • Continuing regular posts on OAB Facebook and Twitter accounts.

Hotlines

<i>2024 Plan</i>	<i>Activity through Feb. 2024</i>
<ul style="list-style-type: none"> • Continue building awareness of FCC legal hotline, Ohio Info-Line and Engineering hotline. 	

Alternative Broadcast Inspection Program

2024 Plan	Activity through Feb. 2024
<ul style="list-style-type: none"> • Coordinate inspections for stations whose certificates of compliance expire in 2024. • Build on promotion efforts to encourage participation by stations that have not been inspected or those with expired certificates. 	<ul style="list-style-type: none"> • Contacting stations with certificates expiring in 2024. • Processing inspection applications received. • Promoting ABIP to stations that have not previously been inspected.

Business Support Services

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

Workers' Compensation Group Rating Program

2024 Plan	Activity through Feb. 2024
<ul style="list-style-type: none"> • Maintain stable participation in program by current eligible members. • Work with our plan administrator, Sedgwick, to improve marketing of program to non-participating members for upcoming plan year. 	

Other Affinity Programs

2024 Plan	Activity through Feb. 2024
<p>Explore opportunities for new services for OAB members.</p>	

Other Areas

Membership Recruitment & Retention

2024 Plan	Activity through Feb. 2024
<ul style="list-style-type: none"> • Maintain dues at current level. • Retain 99% of membership dues. • Membership recruitment – recruit 1 broadcast member and 2 associate members. 	<ul style="list-style-type: none"> • Distributed membership dues invoices in mid-January. Total amount invoiced was \$177,155 – \$119,920 collected to date (67%).

NCSA-PEP Program

2024 Plan	Activity through Feb. 2024
<ul style="list-style-type: none"> • Recruit \$751,000 in renewing and new campaigns. • Ohio Army National Guard (OHARNG): <ul style="list-style-type: none"> • Maintain program participation and fulfill contract requirements. • Coordinate stations visits for OHARNG leadership. • Secure contract extension for 2025 and beyond. 	<ul style="list-style-type: none"> • \$472,000 in confirmed or strongly committed revenue for 2023 (63% of budget). • Completing final campaign reports for all 2023 campaigns. • Continuing work with Crosshair Media Placement to recruit new NCSA-PEP sponsors.

<ul style="list-style-type: none"> • Program promotion: <ul style="list-style-type: none"> • Continue working with Crosshair Media to develop new long-term contracts. • Continue building digital component to increase program value for NCSA-PEP sponsors. • Program operation: <ul style="list-style-type: none"> • Deliver, at a minimum, contracted ratio on all budgeted campaigns. • Continue encouraging stations to submit affidavits electronically. • Collect updated rate information from all stations participating in NCSA/PEP campaigns. • Continue building key contacts at participating member stations and provide regular updates on current campaigns. • Increase reporting from participating stations and continue increasing the number of members airing NCSA-PEP spots. 	<ul style="list-style-type: none"> • Continuing outreach with organizations that have expressed interest in campaigns for 2024. • Continuing to monitor and manage station participation and airplay. • Ohio Army National Guard (OHARNG): <ul style="list-style-type: none"> • Met with new recruiting & retention battalion commander. Work continues on contract extension. • Planning station visits with BG Woodruff in Dayton in March.
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OAB Governance & Operations

<p><i>2024 Plan</i></p> <ul style="list-style-type: none"> • Continue refining and building content on website. • Improve sponsorship support for OAB training events and programs. • Continue refining marketing efforts to promote member programs and services. • Continue staff development efforts, including quarterly volunteer activities and station visits. • Develop succession plan and risk management assessment documents. • Continue developing policy and procedures manual. • Continue regular evaluation of investment policy statement with advisor. • Conduct a membership satisfaction survey. • Conduct planning meeting for Foundation Board. 	<p><i>Activity through Feb. 2024</i></p> <ul style="list-style-type: none"> • Continuing work on membership database to clean up outdated info and prepare for membership data validation process.
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