



Associate Membership

The Georgia Association of Broadcasters' primary cause is to represent the interests of radio and TV stations throughout the state of Georgia. Associate Memberships are available for non-broadcasters who want access to the Georgia broadcasting industry. The GAB is your go-to resource for everything you need to know. Other benefits of Associate Membership includes, but aren't limited to:

Station Access

Associate Members will receive limited access to our membership which is comprised of over 275 radio stations and more than 50 TV stations throughout the state.

Digital Marketing Opportunities

Associate Members are also given the opportunity for digital marketing on the GAB's weekly newsletter or social media outlets to assist with outreach targeted for broadcasters in Georgia.

Sales Training

Associate members receive monthly access to Local Broadcast Sales (LBS) training and Radio Advertising Bureau (RAB) sales training free of charge. The purpose is to assist our members with sales training, sales ideas, advertiser intelligence, sales coaching, sales solutions, & best practice research to advance station sales outreach.

Legal Support

The GAB retains counsel in both Atlanta and Washington D.C. to track ongoing developments in legislative and regulatory moves that impact our industry. The GAB ensures your station is aware of the details and potential impact of what is coming next. We regularly rally our membership to timely grass roots campaigns designed to tell elected and regulatory officials the importance of the Georgia Broadcasting agenda.

Job Listings and Job Fairs

Associate Members are able to post job listings on the GAB's website to reach potential employees and attain EEO credit. The GAB also promotes job fairs throughout the year for stations to attend and recruit some of the best talent in the State of Georgia.

The GAB E. Lanier ("Lanny") Finch Scholarship

The E. Lanier ("Lanny") Finch Scholarship provides financial assistance to deserving students who will carry on the excellence of Georgia's broadcasting industry. Associate Members are able to participate in this program in order to attain EEO credits through donations or volunteering to review applications.

Premier Access to GAB Events

Associate Members will be the first to know about registration for all GAB events. These events include, but are not limited to: GABCON/GABBY Awards, GAB Hall of Fame, GAB Day at the Capitol, and GAB Institute & training sessions. Additional fees may be required for certain events.

Associate Members will not be expected to participate in the PSA program, but instead pay yearly dues of \$500 that cover sponsorship and operation fees. Dues are payable by credit card, Paypal, or checks can be made out to "The Georgia Association of Broadcasters" and mailed to 6 West Druid Hills Drive NE, Suite 330 Atlanta, GA, 30329. For more information regarding Associate Membership, please call our office at 770-395-7200.



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