



# Station Membership

**The Georgia Association of Broadcasters' primary cause is to represent the interests of radio and TV stations throughout the state of Georgia. As a Member Station of the GAB, you will receive access to benefits that include, but aren't limited to:**

## **Sales Training**

GAB 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**

Member Stations 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.

## **Alternative Broadcast Inspection Program (ABIP)**

The GAB ABIP program allows Member Stations that complete the program immunity from a random walk-in FCC inspection three years from the date of certification. This service is free of charge, but some travel expenses may be required.

## **Emergency Alert System (EAS)**

The GAB serves as a clearinghouse for all technical, operational, and testing information concerning Emergency Systems in Georgia. The GAB has worked closely with our partners at GEMA, GBI, NOAA, GPB and the Governor's Office to ensure that Georgia's EAS plan is easy to follow for broadcasters. Through the GAB, you are also able to join our distribution list, which disseminates timely information via email on missing persons including images.

## **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. Member Stations 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**

Member Stations 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.

**In lieu of dues, we ask our Member Stations to clear inventory each month for the airing of our PSA spots. If your station is unable to participate in the PSA program, membership dues will be accepted. For more information regarding pricing, please call our office at 770-395-7200.**



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