

## Relationships, Part One

By Julie Koehn, WLEN-FM (Adrian) and Michigan Representative to NAB



This month I'd like to address the first of two parts on relationships. Many of you had the opportunity to participate in the NAB Town Hall webcast on the 9<sup>th</sup> of February. The webinar addressed some critical issues facing us as broadcasters. "What matters most....the success of free over-the-air broadcasting". Gordon Smith, President and CEO discussed the current landscape, which has been a difficult regulatory environment for all radio and television broadcasters. It is not without unity, or the critical need for radio and television broadcasters to maintain a unified organization, that we will win the battles before us; state and national, regulatory and legislative. The NAB Board of Directors at our meeting in Washington last month showed that unity is part of our advocacy. Just as radio broadcasters across the country ran and promoted the DTV transition information, so will the television broadcasters run and support the critical issue facing radio with the performance tax.....radio will in turn support positions on spectrum allocation, TV's most critical issue, which could severely limit consumer access to the spectrum.

The NAB is also building relationships with our state broadcast associations. It is critical that we as broadcasters, our state broadcast associations and our national broadcast association, work in concert with each other. These relationships are critical to our survival.

We also need to maintain and nurture our relationships with our elected officials. It is imperative that when they are in our stations, we are asking for the order. We need to ask for support on our issues. Not only when we are in their offices, but more importantly when they are in our stations. When they are communicating with their constituents, our listener and viewers, that is the time to nurture that relationship and ask for support.

Finally, I'd like to talk about our relationship with our listeners and viewers. We all know how important this relationship is. We take our responsibility to them very seriously, and we realize there are times when the critical issues facing us as an industry will have a direct impact on them. Take the performance tax. Should a performance tax pass, potentially thousands of jobs in broadcasting could be lost. With the current economy and budget cuts we're all suffering; an additional tax will surely make industry wide job cuts a reality. It not only means potential job loss, but reallocation of resources.....which could mean a reduction in services we are able to provide to our communities. If every radio station in the United States laid off just one person because of the introduction of a performance tax, over 14,000 people would lose their jobs industry wide. Don't let this happen. If you haven't already, go to [www.noperformancetax.org](http://www.noperformancetax.org) and find out what you can do to help local radio in a most critical time. There are radio and television spots you can air to protect free over the air radio.

So...relationships.....

#1. Your relationship within the industry and the need to be united with radio and television and a common good of “What matters most....the success of free over the air broadcasting”.

#2. Your relationship with your state and national broadcast associations, are you involved?

#3. Your relationship with your elected officials, letting them know how important what you do every day is to your community.

#4. Your relationship with your listeners and viewers....how issues facing our industry will affect them.

Thank you for taking the time to read this message and be sure to visit [www.noperformancetax.org](http://www.noperformancetax.org) for more information on the most critical issue facing the radio industry today. Thank you also for being responsible to yourself and your industry by nurturing and maintaining the relationships that are so important to “What matters most....the success of free over the air broadcasting.”

I am, at your service,

Julie Koehn  
President  
Lenawee Broadcasting Company  
NAB Board Representative for District 13  
P.O. Box 687  
Adrian, MI 49221  
517-263-1039  
[juliek@wlen.com](mailto:juliek@wlen.com)