

## Stay Close with your Lawmakers

By Tim Feagan, Clear Channel Radio – West Michigan



The broadcast industry faces uncertainty in today's marketplace and regulatory environment. Couple that with the tough economic times we find ourselves in and it is clear there has never been a more important time to develop, grow and maintain working relationships with legislative leaders at the state and federal levels.

The Michigan Association of Broadcasters will continue to expand its efforts to forge relationships with top decision makers, through raising awareness of the important role broadcasters play in the local community. This important work will help ensure success, but it is the strong support of MAB members that will help put Michigan's broadcasters at the forefront of policy debates.

The MAB and its leadership will continue its efforts to bridge the gap between elected officials and local broadcaster – but we need your help. To assist this work, support from a strong grassroots network of broadcasters, actively involved in their communities and engaged with their elected officials, is vital. These cooperative efforts, combined with a strong PAC will give us a strong political presence in Lansing and in Washington.

MABPAC ([http://michmab.com/pdf/MABPAC\\_Donation\\_Form.pdf](http://michmab.com/pdf/MABPAC_Donation_Form.pdf)) is an important tool in this campaign. Financial support is needed to help us continue to aggressively demonstrate the tremendous value broadcasters bring to the local communities they serve. Having persuasive arguments on issues is only half the battle in advocacy. Broadcasters must have the opportunity to present those arguments and electing lawmakers who understand our business.

Get involved today. The Michigan Association of Broadcasters is here to help. The time and money you invest, is an investment in Michigan's broadcast industry.