

## **Why Your Participation Matters**

As a nonprofit organization, NAB invests the proceeds from its events and programs into year-round advocacy and innovation initiatives to secure a thriving future for broadcasting. Here are a handful of ways your participation is making that possible.

### **Enhancing Vaccine Education**

While deployment of COVID-19 vaccines is giving Americans hope of brighter days ahead, broadcasters continue to serve as a lifeline to communities during the pandemic. In support of stations, NAB's Vaccine Toolkit is designed to share information and resources to help them create news reports, access public service announcements and highlight other efforts to promote vaccination. The toolkit is continually updated with new information and resources as they become available.

### **Celebrating the First Amendment**

NAB recently celebrated the 231st anniversary of congressional passage of the Bill of Rights and the First Amendment protections for the freedom of religion, speech, the press and the right of assembly with the launch of a special website, [WeAreBroadcasters.com/FirstAmendment](https://WeAreBroadcasters.com/FirstAmendment) where stations can download spots and access social media tools and other digital resources.

### **Defending Journalists**

NAB is working to protect and defend broadcasters' First Amendment rights as journalists and provides resources on [nab.org/journalism](https://nab.org/journalism) to help them stay safe. The site includes guidance from the Radio Television Digital News Association, Poynter Institute, Society of Professional Journalists and others on how journalists can stay safe while reporting from the field.

### **Strengthening Awareness in Reporting**

NAB and the NAB Leadership Foundation have worked closely with broadcast journalists, station managers, news industry leaders and journalism educator to create a toolkit with guidelines for reporting on sensitive matters of race and religion. The primary goals of the toolkit are better journalism, maintaining fairness and the wellbeing of field reporting teams.

### **Cultivating Diversity, Equity and Inclusion**

The NAB Leadership Foundation is committed to building a bright, diverse and innovative future for the broadcasting industry. As part of its ongoing efforts to help radio and television stations foster and cultivate a workplace that reflects the ideals around DEI, the foundation launched the Diversity, Equity and Inclusion Resource Center in 2020.

### **Fostering Innovation**

NAB is deeply committed to advancing broadcast technologies and cultivating new media opportunities and highlights the exciting developments broadcasters make to provide news, entertainment and emergency information to their communities through NAB PILOT's Innovation Stories. NAB PILOT also leads the development of numerous broadcast technology initiatives, programs and events and is exploring new opportunities enabled by connected cars and Next Gen TV.

### **Advocating for Broadcasters**

NAB keeps policymakers educated about the unique value of broadcasters and helps them realize the impact their policy decisions have on our listeners and viewers. NAB's premier advocacy marketing vehicle, the We Are Broadcasters campaign, spotlights the critical role broadcasters play in keeping their communities safe, informed and connected. [WeAreBroadcasters.com](https://WeAreBroadcasters.com) includes individual state pages that showcase the number of broadcasters in each state and their economic and public service contributions. Local stations can also download radio and TV spots and infographics on how broadcast stations provide the most trusted information at [WeAreBroadcasters.com/Resources](https://WeAreBroadcasters.com/Resources).