



July 2, 2013

Dear NABOB Members and Friends,

**CONGRESSMAN HANK JOHNSON ADDS LANGUAGE TO HOUSE DEFENSE  
AUTHORIZATION BILL REPORT PROMOTING USE OF RADIO**

In response to a request from NABOB, Congressman Hank Johnson of Georgia added language to the House Report on the Defense Authorization Bill encouraging the Department of Defense to make greater use of radio in its commercial advertising expenditures.

The language added by Congressman Johnson at pages 181-182 of the House Report reads:

*Use of Radio in Department of Defense Advertising*

The Department of Defense spent \$450.1 million in advertising in fiscal year 2012. The focus of the Department's commercial advertising expenditures were recruiting and reaching influencers. A review of the advertising expenditures shows that the Department spends less than 2 percent of its advertising budget on radio, compared to the 10.1 percent the average national commercial advertiser usually spends. Radio reaches 92 percent of all Americans each week. Thus, the broad reach of radio makes it an effective media vehicle to utilize to reach both recruits and influencers. Radio reaches diverse racial and ethnic communities in our Nation, because there are many stations and networks that target these diverse communities. The committee encourages the Department to examine its commercial advertising expenditures to determine whether greater utilization of radio to reach a larger target audience among diverse communities would be cost-effective.

Congressman Johnson added the language to the Defense Authorization Bill Report after NABOB shared with the Congressman the Congressional Research Service

(CRS) report showing that the federal government spent \$750.4 million on commercial advertising services in fiscal year 2011. The CRS lists the top five departments as follows:

The Department of Defense: \$473.6 million  
The Department of Health and Human Services: \$87.6 million  
The Department of the Treasury: \$50.6 million  
The Department of Transportation: \$36.7 million  
The Department of Homeland Security: \$34.7 million

Of these expenditures, Black owned broadcast stations and networks receive a very small share. Many Black owned broadcast stations receive no federal ad dollars.

NABOB thanks Congressman Johnson for his initiative on this issue, and we will continue to work with Congressman Johnson on the Department of Defense advertising expenditures.

NABOB is having an impact on the federal advertising issue, and we urge all NABOB members to get involved:

- Contact your members of Congress and ask them – What are you doing to help my station receive a fair share of the \$750 million the U.S. Government spends each year on commercial advertising? (Almost all members of Congress have oversight of one or more federal departments or agencies that place commercial advertising. All members of Congress can help.)
- Contact NABOB and tell us which member of Congress you spoke with and the response you received.
- Contact the advertising agencies that place advertising for the federal government and ask to be placed on the next ad buy. Notify NABOB of the response.

**NABOB FALL CONFERENCE AND POWER OF URBAN RADIO FORUM SET  
FOR OCTOBER 2-4, 2013**

NABOB's 37<sup>th</sup> Annual Fall Broadcast Management Conference and the 13<sup>th</sup> Annual Power of Urban Radio Forum are set for October 2-4, 2013, at the Westin City Center Hotel, 1400 M Street, NW, Washington, DC. Please mark your calendars.

Accompanying this Newsletter is the Power of Urban Radio Forum Save the Date Announcement. Please read it and obtain your registration form from the NABOB website: [www.nabob.org](http://www.nabob.org). Register today!

## **THE 8<sup>TH</sup> ANNUAL MEDIA SALES INSTITUTE AT FAMU**

The 8<sup>th</sup> annual **Media Sales Institute** (MSI) was held at Florida A&M University (FAMU), Tallahassee, Florida, May 13 – 23, 2013. As always, the MSI was a huge success. 20 candidates completed the program, and most of the candidates have received job offers from media companies or are actively being recruited by those companies.

Contact Personal Selling Principles, the MSI facilitators, at (301) 595-1871 to learn how your company can become involved. For more information on the program, visit [www.themsi.net](http://www.themsi.net) and make sure you view the 4 minute executive video.

### **CONTACT**

NABOB is here to serve you:

**PLEASE LET US KNOW WHAT YOU WANT NABOB TO DO FOR YOU AND FOR OUR INDUSTRY. WE NEED TO HEAR FROM YOU!**

Please contact me at (202) 463-8970 or at [jwinston@nabob.org](mailto:jwinston@nabob.org).

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