

Nebraska's Local Broadcasters Make A Difference

2019 Community Support

#nebraskaSTRONG

DRIVE FOR FLOOD RELIEF

\$441,919 raised in 18 hours by NBA member stations to aid Nebraska's flooding and blizzard victims.

47,312 Hours

Live Over-the-Air Local Newscasts



6,736

On-Air Appearances by Public Officials

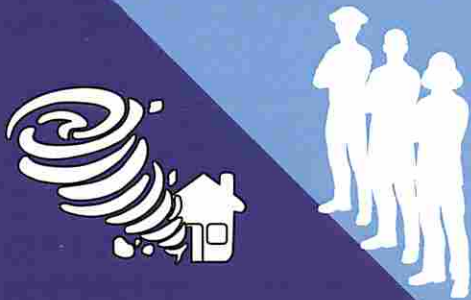


632,114

Public Service Announcements donated



BREAKING NEWS ALERTS



SEVERE WEATHER BULLETINS

Charitable Organization Support

Nebraska TV and Radio Stations raised awareness, funds and goods to support the following organizations (and more!)

Flood Relief Blood Bank **Autism Speaks** Heartland Hope Mission
 Project Extra Mile HIGH SCHOOLS Toys for Tots
 AMERICAN RED CROSS Farm Aid ST. JUDE
 Catholic Schools **ARTS CENTER** DEPARTMENT OF RESEARCH HOSPITAL
United Way VETERANS AFFAIRS **TeamMates**
 CHILDREN'S Volunteer Fire Department Pediatric Brain
 ZOO **AMERICAN LEGION** OMAHA HOME
 Kicks for Kids FFA Open Door Mission FOR BOYS
 DISABLED AMERICAN VETERANS **Community Foundation**
DEPARTMENT OF AGRICULTURE AMERICAN CANCER SOCIETY **COUNTY FAIRS**
 ALZHEIMER'S ASSOCIATION Domestic Abuse Shelter
 Legacy Fund **Food Pantry** *Clothing Closet* ROTARY CLUB SPECIAL OLYMPICS

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2019 Economic Impact

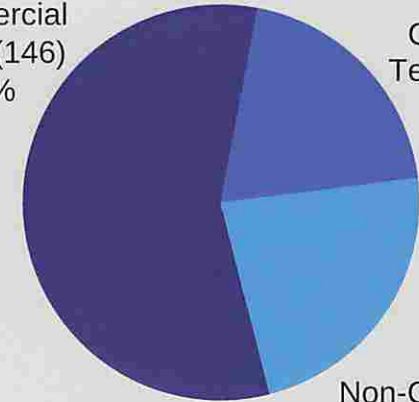


48 Broadcasting Companies
Over 1,500 Employees

254 Member Stations

Commercial Radio (146)
57%

Commercial Television (50)
20%

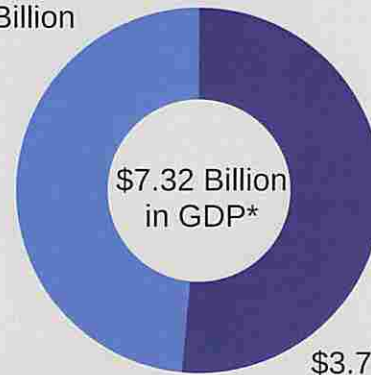


Non-Commercial Radio & TV (58)
23%

Radio
\$3.55 Billion

\$7.32 Billion
in GDP*

TV
\$3.77 Billion



The NBA Foundation provides over \$30,000 annually to help educate college and high school broadcasting students.



Licensed To Serve

Nebraska TV and Radio Stations are licensed by the FCC to serve their communities. Services include:

News

Charitable Support

Weather

Digital and Mobile Platforms

Sports

Community Information

Music

Advertising

Entertainment

Public Affairs Programs