

**\*Community Service Spotlight:** Get noticed on our Community Service website! We will post your logo and up to two spots on our website. We also promote contacts for interviews and distribute press releases, giving you exposure to all radio and television stations in Michigan.

**\*Newsletter Articles:** The MAB can add your organizations articles to our weekly newsletter that is viewed by stations, non-profits and broadcasting organizations throughout the entire state of Michigan. The MAB can also create an article from an existing press release if you would prefer, just let us know!

**Legislative Directory:** Online directory of the Michigan legislature.

**Sales Directory:** On-demand access to sales contacts to commercial radio and television stations across the state of Michigan.

**News Directory:** With the newsroom and news director database, the MAB is able to send your organizations press release to stations for you.

**Education and Communications:** The MAB offers low-cost and no-cost educational opportunities including the Great Lakes Media Show, the MAB Annual Meeting, the MAB Sports Academy, and the Broadcast Excellence Awards

**Free Expert Legal Advice:** Do you have legal questions? Why spend money on attorney fees when you can take advantage of the MAB Legal Hotlines? The MAB retains the best law firms in Washington D.C. and Michigan to answer your federal and state broadcasting issues and local employment questions. There are no additional costs for the call, as the advice is free as part of your membership.

**EnStar Energy:** Consulting services for energy management. EnStar conducts energy audits and can help organizations reassess how they use energy. They can also assist with determining if you qualify for a refund and reduce overpaid taxes.

**Local Broadcast Sales:** The MAB offers broadcast sales training through Local Broadcast Sales. This means that you have 24/7 access to training on-demand, sales ideas, ad intelligence, LBS virtual coach, webinars, the BEST program, and LBS research.

**10 Minute Trainer Network:** P1 Learning and the Swagger Institute provide MAB members access weekly video training and features guest trainers both in and outside of broadcasting, answers user-driven questions all while wrapping in both tips and motivation.

**Third Thursday Webinars:** The MAB hosts monthly webinars on a variety of topics, including FCC and legal issues, promotions, sales, news and more.

**ASPCA Pet Health Insurance:** MAB Members receive a 10% discount on pet insurance through ASPCA.

**BetterHelp.com:** MAB members receive one month of free therapy - up to 4 live sessions + unlimited texting. After the first month, therapy is offered at a 15% discount.

\*The Community Service Spotlight and Newsletter Articles are only available to Full Associate Members of the MAB.

**Questions? Call 517-484-7444 or email [membership@michmab.com](mailto:membership@michmab.com)**

# Michigan Association of Broadcasters Associate Membership Dues

Company Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Secondary Contact Name: \_\_\_\_\_

Secondary Contact Title: \_\_\_\_\_

Secondary Contact Email: \_\_\_\_\_

Brief description of company products or services:

\_\_\_\_\_  
\_\_\_\_\_

## Payment

Dues Amount: \$ \_\_\_\_\_

**Check** ☐ Enclosed

**Card** ☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX

Card #: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Exp Date: \_\_\_\_\_ CVC: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

Signature \_\_\_\_\_

Mail or Email Completed Application to:



222 N. Chestnut St. | Lansing, MI 48933  
membership@michmab.com

## Associate Dues Structure

### MAB Associate Member | \$382

You represent a company, corporation, network, or organization, that seeks networking opportunities with MAB members.

### Non-Comm/Low Power Station | \$167

You are an FCC licensed non-commercial station. This includes educational, religious, or licensed low power stations.

### Individual/Broadcast Professional | \$133

You are an **individual** associated with the broadcasting industry and are interested in networking with other members of the MAB.

Includes 1 individual.

Not available to corporations.

### Education/Faculty Associate | \$74

You are a faculty member who is associated with journalism or broadcasting at your high school or college.

Includes 1 individual.

## Reasons For Joining

- ☐ Legislative Influence/Advocacy
- ☐ Broadcasting Legal Hotlines
- ☐ Networking
- ☐ Training & Education
- ☐ Recognition/Awards
- ☐ Service Discounts
- ☐ Best Practices
- ☐ Regulatory Resources
- ☐ Exchange of Ideas
- ☐ Special Bulletins/Industry News

Join online at [michmab.com/membership](http://michmab.com/membership)

# Michigan Association of Broadcasters Associate Membership Information

The information on this page will be used to create your Community Service Spotlight page on the MAB website. We will post your logo and up to two spots on our website.

Additionally, you can also provide the MAB with your organizations Press Release, and a news letter article that we will include in our weekly e-newsletter. This weekly e-newsletter is viewed by stations, non-profits and broadcasting organizations throughout the entire state of Michigan.

The MAB can also create an article from an existing press release if you would prefer, just let us know!

Please fill out the information below, and upload the completed page, and the additional requested information to: **[bit.ly/MABMembership](http://bit.ly/MABMembership)**

☐ **Primary Contact Name:**\_\_\_\_\_

☐ **Primary Contact Title:**\_\_\_\_\_

☐ **Primary Contact Phone:**\_\_\_\_\_

☐ **Upload Company Logo (Hi-Res if possible)**

☐ **Letter of Request (Doom & Gloom- the importance of the issue, service, or event being covered by our member stations.)**

☐ **Upload PSA**

☐ **Upload Press Release**

☐ **Upload Newsletter Article**

Thank you for your membership!

Please call 517-484-7444, or email [membership@michmab.com](mailto:membership@michmab.com) if you have any questions!



Join online at [michmab.com/membership](http://michmab.com/membership)