

### **1. Representation and promotion of Ontario broadcasters to all stakeholders**

Both corporate and independent operators continue to require representation on regional issues at the CAB. Ontario is Canada's largest province with the highest concentration of radio and television broadcasters.

### **2. Ontario broadcaster's watchdog at the municipal, provincial and federal level**

While the CAB does a good job in Ottawa, there is a great deal of work to be done in Ontario around a broad range of issues. The Ontario provincial government can seriously impact broadcasters. Issues such as law, regional production permits, tax funds and cultural policy are set at the provincial level. Ensure your voice is heard. OAB membership also grants you access to our annual meeting with CRTC staff and commissioners and a special luncheon with the Premiere of Ontario.

### **3. Annual Conference that educates, informs and rewards broadcasters in Ontario**

The OAB, in conjunction with Canadian Music Week, hosts one of the best regional conferences in Canada. The workshops and speakers focus on practical applications and issues that broadcasters, and in particular programmers, can take back to their markets. The prestigious OAB Awards

recognize outstanding achievement at every level of broadcasting in Ontario. OAB membership entitles you to a discounted conference rate.

### **4. Unique services and resources through the OAB Website**

The OAB Website offers several services and resources aimed at Ontario broadcasters. Members have access to a job bank, an Ontario broadcaster's forum, newsletters, directories of suppliers and services and more.



## **Why the OAB is important to your station.**



The majority of radio and television stations in Ontario are members of the OAB. They understand the value of maintaining strong liaisons with local and provincial government.

After 50 years of service, the OAB is at a critical stage of its development. In this time of consolidation, it is more important than ever to ensure broadcasters have a voice at the local and provincial level — especially in Canada's largest province.

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