

BROADCASTERS ARE FIRST INFORMERS



Photo credit: FEMA/NOAA News Photo

In times of crisis, broadcasters are there. As the most trusted source of news and emergency information, Americans turn to their local television and radio stations to get the information they need to stay safe.

During disaster situations, when other networks can be unreliable, local radio and TV stations are often the only available communications medium, demonstrating the strength of the broadcast infrastructure.

Even Federal Emergency Management Agency (FEMA) officials have noted that in times of emergency there is no more reliable source of information than local broadcasters.

Local stations are integral to the communities they serve, and broadcasters do not hesitate to put themselves in harm's way to bring critical information to their neighbors.

We are the first informers. We are broadcasters.

WeAreBroadcasters.com

 [#WeAreBroadcasters](https://twitter.com/WeAreBroadcasters)

 **NAB**[®]
NATIONAL ASSOCIATION OF BROADCASTERS