

## **Mandate for Radio Committee – July 9, 2019**

While the Committee will be free to deal with all aspects of the audio/radio business and service interests, the following areas will (for the present time) constitute its core mandate and thus its activities.

In all of its work the Committee will pay attention to and promote the continuing value that radio provides the consumer (both in a public service and market sense) in their local, regional, and national communities. This must be both maintained and enhanced as new digital services are developed to reach all demographics and all interests, both when they want it and how they want it.

This work will be done in the framework that all ideas from members are discussed and debated, and if action is needed (and consensus is reached) the Committee recommends to the NABA Board the action required from NABA:

1. Best practices, and the sharing of ideas and developing consensus on issues for radio broadcasters in North America (Canada, Mexico, and the US). While it is recognized that Canadian and US broadcasters have many things in common, primarily language, the Committee understands the importance of the inclusion of Mexican broadcasters in their discussions, and also the importance of having a common position for all of North America for obvious regulatory, business, representation to international forum and institutions, and service interests.
2. The importance of new technology, and when it helps preserve and grow the radio industry the Committee encourages and advocates its adoption.
3. Focussing on how radio remains competitive and relevant while operating in a transitional environment from one traditional transmission service to multi-platform delivered audio product; where investments are costly to realize these new services and, as a result, legacy equipment and operations languish for lack of resources or attention.
4. Representing the views and interests of NABA members to businesses and interests who are potential gatekeepers (and even barriers) to achieving continued radio relevance in new media and mobile platforms. More specifically, NABA members and subsequent working groups will identify and cultivate North American radio industry-wide solutions or opportunities whereby broadcasters and consumers receive the greatest benefit (i.e., delivering public service, revenue, distribution, measurement, and visual and aural content control led by the broadcaster).
5. Where appropriate, representing the views of NABA members on radio/audio issues to the three North American governments and regulatory agencies and the wider Global community of institutions (e.g., ITU) and forums (e.g., WBU).
6. Providing opportunities for research and development where, as an international organization, NABA can bring value to radio by investing time and effort into areas not being served by domestic radio organizations (e.g., loudness, IP algorithms, etc.)