



## Connecting NAFB Members with Agriculture and Rural Policy Makers



Network and build your industry contacts with more than 100 agriculture industry leaders attending Washington Watch. Washington Watch brings broadcasters and allied industry members to our nation's capital to hear, meet and interview the government officials and legislators who are planning and shaping agriculture policy.

Share your industry news with NAFB broadcasters and their listening audience during Issues Forum. Hundreds of interviews are conducted during this three hour event.



NAFB members include more than 160 farm broadcasters, 40 radio and TV networks, 65 radio stations, and 175 ag businesses and associations.

### Washington Watch Programming Highlights



- NAFB All-Member Business Meeting
- Unique opportunity to connect and interview with farm broadcasters in a genial setting at Issues Forum, Issues Forum Reception, and Monday Dinner.
- On-site visit to the USDA headquarters to meet with and interview top officials
- Informative Policy Insights and Professional Development sessions
- On-Site Capitol Hill visit to interview House and Senate Ag Committee members
- Evening receptions and outings in Washington D.C.



## NAFB Washington Watch Issues Forum Prospectus

# ISSUES FORUM

### Event Description

Issues Forum, the kickoff event of NAFB's Washington Watch, affords participants access to member broadcasters to discuss the issues and topics that are important to their organizations, associations, and companies. Participants occupy a 6 ft. exhibit table represented by spokespersons trained and comfortable doing radio/broadcast interviews.

Generally speaking, more than 30 broadcasters circulate among participants during all or parts of the three hours that Issues Forum is open. NAFB can make no promises about the number of interviews to be engaged or as to what or how often recorded audio may be used in on-air programming.

Issues Forum should not be confused with a conventional trade show. Companies concerned with product promotion or brand marketing likely will find the event not productive to their interests, as reporter/broadcasters tend to seek news, policy, and issues perspective in the Issues Forum environment.

### Entry and Participation Policy

Due to space availability, Issues Forum is narrowed to fewer than 25 participating organizations. The vast majority of our entities return each year.

Entities renewing their participation receive first right of refusal, unless other considerations have been established (eg. a single-year provisional agreement).

All other interest is evaluated as openings occur, in part on the objectives of the applicant organization. To the extent possible, applicants are considered in order of receipt.

Within the Issues Forum configuration of booths, NAFB makes effort to separate participants whose competitive interests are evident or otherwise made known.

Contact NAFB Industry Engagement Director Cindy Cunningham to learn more about how your company can benefit from sponsoring NAFB Washington Watch and participating in Issues Forum. Contact her at [ccunningham@nafb.com](mailto:ccunningham@nafb.com) or 816-431-4032.