



For Immediate Release

Alabama Broadcasters Association Establishing a Broadcast Engineering Academy

Birmingham, AL (December 15, 2011) - The Alabama Broadcasters Association announced this week that the organization is establishing a Broadcast Engineering Academy at the ABA office in Hoover, AL. This effort is in response to the growing need for engineers across Alabama and the entire country.

The Association is working with the Society of Broadcast Engineers to ensure that the ABA's Academy will be an eligible SBE certified training institute. In addition, the ABA is partnering with a local career college to establish a pilot program with their Network and Electrical Engineering students. Alabama member radio and TV stations will be encouraged to send employees to the Academy for additional training. Other state broadcast associations will also be invited to send students to the Academy.

"This exciting opportunity is a perfect example of the ABA listening to the needs of its members and the industry as a whole and then creating solutions for those needs," said Sharon Tinsley, President of the Alabama Broadcasters Association.

The ABA Broadcast Engineering Academy will create apprenticeship and internship programs to place students at Alabama stations to gain more practical experience. The training facility will be completed and curriculum established in time to conduct the first classes in late May, 2012.

"This idea was created out of pure necessity," said Bill Ballard, ABA Chairman and President and General Manager of WIAT-TV in Birmingham, AL. "There is such a shortage of broadcast engineers that something had to be done. I'm very thankful that when Sharon and I approached the ABA Board members with this idea, they were willing to make it happen."

The Alabama Broadcasters Association has served the broadcasting industry in the state for more than 65 years, providing programs and services beneficial to the individual broadcaster and to members as a group. The ABA is dedicated to protecting and enhancing broadcasting and promoting the professional status of members.

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