**SOCIETY OF BROADCAST ENGINEERS, INC.**

***The Association for Broadcast and Multimedia Technology Professionals***

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**NEWS RELEASE**

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**SBE MemberPlus Shows Early Success**

***February 8, 2018 - Indianapolis, IN –*** On January 1, the Society of Broadcast Engineers, the association for broadcast and multimedia technology professionals, launched its new member benefit, SBE MemberPlus. Adopted by the SBE Board of Directors at its meeting in October 2017, the enhanced member benefit allows Regular, Senior or Associate members to upgrade their membership with full access to the more than 62 Webinars by SBE.

The SBE's relatively low dues already provide access to SBE publications, social media outlets, job listings, compensation survey results and access to a life insurance program, as well as member discounts for SBE certification, education programs and purchases at the SBE Bookstore. SBE MemberPlus provides more value to members who choose to enhance their membership.

Initial response to SBE MemberPlus has been positive. For less than the cost of two Webinars by SBE, SBE MemberPlus members have access to more than 62 online education programs that cover a wide range of technical broadcast and media topics.

SBE annual membership runs from April 1 to March 31. SBE members received their renewal notices in early February, and already, more than 125 members have renewed their memberships or joined the SBE and added the MemberPlus benefit.

On the initial success, SBE President Jim Leifer, CPBE, said, "The SBE Board of Directors expected SBE MemberPlus would be an attractive option to our members, but the response in the first several weeks of 2018 has doubled our exceeded our projections. SBE MemberPlus is an obvious value to SBE members."

Individuals can join or renew their traditional SBE membership as a Regular, Senior or Associate member (based on eligibility) at the rate of $85, and purchase any SBE online education program a la carte. SBE MemberPlus has all the benefits of traditional SBE membership and includes access to all the live and archived Webinars by SBE in the SBE catalog plus any new webinars the SBE adds during the membership year, but at a higher cost ($175).

The SBE has prepared a video explaining SBE MemberPlus: https://youtu.be/pxClOCVEwyM

Access to the SBE webinars through the SBE MemberPlus program is limited to the member-purchaser only. They are not permitted to distribute, sell, copy, share, project or otherwise make the webinars available to any other individual or group without express written permission by the SBE.

The Society of Broadcast Engineers is the professional organization of television and radio engineers and those in related fields. The SBE has more than 5,000 members in 114 chapters across the United States and in Hong Kong. There are also members in more than 30 other countries. Most chapters meet monthly and offer educational programs and an opportunity to network with other broadcast technical professionals. SBE offers the preeminent technical broadcast certification program in the U.S. and an expansive list of educational programs for broadcast engineers, operators, technicians, and broadcast IT professionals.

For more information about the SBE, contact John L. Poray, CAE, Executive Director, at jporay@sbe.org or 317-846-9000, or visit the SBE website, [www.sbe.org](http://www.sbe.org).

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Editors: High-resolution image of the SBE MemberPlus logo:

http://sbe.org/images/hirez/SBEMemberPlus.png