**SOCIETY OF BROADCAST ENGINEERS, INC.**

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

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**NEWS RELEASE**

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**Society of Broadcast Engineers Annual Membership Drive Draws New Members**

***June 30, 2021 - Indianapolis, IN –*** Each year, the Society of Broadcast Engineers, the association for broadcast and multimedia technology professionals, conducts a member recruitment drive. The drive calls on current SBE members to encourage their non-member colleagues to join the association. This year, 47 individual members and two sustaining members were recruited.



The SBE Membership Drive ran from March 1 until May 31. As a recruiting incentive to members, the SBE asks for prize donations from SBE sustaining member companies. In addition, the recruiter will earn $5 per new member (up to $25) off his or her 2022 membership dues. 10 sustaining member companies plus the SBE provided prizes this year, ranging from shirts and hats to broadcast equipment. The SBE donated logo items, a copy of CertPreview, and a free Webinars by SBE registration. The theme for the 2021 drive was Add Power to Your Profession.

All the recruiters were eligible for the Membership Drive Grand Prize: A trip the SBE National Meeting this fall. (A cash prize option is available if the winner is not able to travel to the SBE National Meeting.) That meeting is currently planned to be held during the 2021 NAB Show in Las Vegas. The Grand Prize winner this year is Cris Alexander, CPBE, AMD, DRB, of Crawford Broadcasting Company, Aurora, CO.

The SBE thanks the sustaining members who provided prizes: Blackmagic Design, Comark, Davicom/Comlab, Dielectric, Heartland Video Systems, LBA, Orban, Shively Labs, Telos Alliance, and Tieline. The list of prizes and the winning recruiters will be published in the August 2021 issue of *The Signal*, the SBE's bi-monthly newsletter, and on the SBE website.

The close of the drive resulted in 47 new recruited individual members and two sustaining members, who were sponsored by 40 current members. The recruiters represent 30 different SBE chapters.

The Society of Broadcast Engineers is the professional organization of television and radio engineers and those in related fields. The SBE has 5,000 members in 115 chapters across the United States and in Hong Kong. There are also members in more than 25 other countries. Most chapters meet monthly and offer educational programs and an opportunity to network with other broadcast technical professionals. The 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 James W. Ragsdale, Executive Director, at jragsdale@sbe.org or 317-846-9000, or visit the SBE website, [sbe.org](http://www.sbe.org).

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SBE 2021 Membership Dive Logo:

<http://sbe.org/images/hirez/AddPowerToYourProfession_lg.png>