Successful branding of an organization centers on presenting a consistent image to the target audience, as well as the public at large. In keeping with its inclusive marketing strategy to all college students and professionals associated with the electronic media industry, NBS-AERho is now doing business as the National Electronic Media Association. A new logo and a new slogan were adopted to better identify and distinguish our organization.

Q: What is the official name of our organization?
A: The public name of the organization is: The National Electronic Media Association. (We are not using the initials NEMA because of trademark restrictions.)

Q: What are the membership levels of the organization?
A: • NBS membership is open to all interested students enrolled in a college or university, academic professionals, industry professionals, and former student members. NBS membership in renewed annually.
• Alpha Epsilon Rho (AERho), the only national honor society for collegiate electronic media students, grants admission by recommendation and application. Students must meet standards prescribed by the Association of College Honor Societies and initiation into AERho comes with a one-time fee.

Q: How should we orally identify the organizational membership levels?

Q: Where do the names of the membership levels come from?
A: The organization has had eight different names. When founded as an honor society in 1943, the organization was named Alpha Epsilon Rho, the National Radio Fraternity. By the 1980s, the name became National Broadcasting Society-Alpha Epsilon Rho when a number of chapters opened up membership to all students on their campus.

Q: What is our official slogan?
A: The official slogan of The National Electronic Media Association is “Connecting generations of media students and professionals.” This is NOT another name, but, rather, an expression of the meaning of who we are. It serves the same role as the slogan for a commercial product (such as State Farm's "And like a good neighbor, State Farm is there"). The slogan will generally be used with various approved forms of our logo.

Q: How should we identify the organization to our schools and chapter members?
A: The organization should, as of Fall 2020, be publicly identified as The National Electronic Media Association. Chapters may need to update information in their campus student activities office.

Q: What are the approved versions of our logo?
A: All official versions of the logo will soon be available for download in a variety of formats in the Logo Library on the website.
Q: What are the requirements for reproducing our logo?
A: No colors other than the official dark red (pms 194, hex #992135, rgb 153,33,53) or black and white, and no fonts other than Haettenscheiller, Arial Black, or Impact should be used. Size may be altered only if the proportions are maintained. Local chapters must add chapter identification when they wish to reproduce the logo. Chapters may request, from the national office, an official copy of the logo with the chapter name identification.

Q: How may our logo be used by chapters?
A: An organization’s image is reflected in how the approved logo is used. The logo should never be used or appear in association with profanity, hate speech, or in a manner unworthy of the good name of the organization. To protect the integrity of the organization’s image, these specific guidelines must be followed when using the logo and slogan. The logo and slogan are protected, and their use by local chapters will be limited to the following: chapter stationery, posters/flyers announcing meetings or chapter events, chapter websites and (print or electronic) literature, and chapter spirit items (tee-shirts, coffee mugs, jackets, etc.). Any other use of the logo or slogan must be approved in writing by the Executive Director. Misuse or unapproved use of the logo is a violation of trademark law and may incur personal and organizational penalties.

** Whenever the logo is associated with a fund-raising event for an organization other than a National Electronic Media Association chapter, the chapter must report the amount raised to the Executive Director so a record can be made for tax records. The logo should not be associated with, nor should the chapter be raising funds in the name of, a for-profit organization. **