



TO: Officers, Directors and Members of the Arizona Broadcasters Association

FROM: Art Brooks, President

DATE: August 14, 2008

RE: Minutes of August 14, 2008 ABA Board Meeting, Conference Call

Officers: * Chairman John Misner, KPNX-TV, Phoenix
* Vice-Chairman Erik Hellum, KTAR/KMVP/KPKX-FM
* Sec/Treas Gary Nielsen, KVOA-TV, Tucson
Immediate Past Chairman, Steve Groesbeck, Lotus Broadcasting, Tucson

Directors:
* Rich Howe, KAZ-TV, Prescott-Phoenix
* Mary McEvelly, Univision Radio, Phoenix
* Blaine Kimball, KMOG, Payson
* Jay Allen, KTNN/KWRK-FM, Window Rock
* Ken Kowalcek, Citadel Broadcasting, Tucson
Araceli De Leon, Telemundo, Tucson-Phoenix

Staff: * President & CEO Art Brooks
Executive Assistant Jennifer Latko
(* Denotes attendance)

Board Chairman, John Misner, KPNX-TV, Phoenix called the fourth ABA board meeting for 2008 to order at 11:10 AM via conference call.

The first order of business was to introduce new board member Jay Allen, KTNN/KWRK-FM, Window Rock. Allen is filling the seat vacated by Steve Johnson who resigned last month as he changed employment and moved to California.

Next was approval of minutes from the May 14, 2008 meeting in Tucson. They were approved as submitted.

Next was the treasurers' report, which included the financial report for the month of July, 2008. The report was accepted as presented. The board suggested that the President call our Merrill Lynch broker to discuss the loss in investment capital this year and see if particular funds are under producing and report the findings to the board at the September retreat.

Next on the agenda was a report from the executive committee meeting July 16 at the ABA office. The executive committee met with Ray Artigue of Barclay Communications and went through the first draft of the marketing and public relations proposal for the September board retreat.

Next on the agenda was discussion of the word from GO MEDIA President, Gregg Ostro that they would be charging the ABA \$13,000 for the Hall of Fame production this year after 18 years of pro-bono work. ABA President Brooks will be

meeting with Ostro to see if there can be any concession for this year and then solicit new proposals for next year.

Next on the agenda was an update on the ABA Logo Contest. The contest was launched August 1 and will end September 5 at 5:00 PM. So far there have been 128 page views on the logo contest page at www.azbroadcasters.org with 89 unique page views and an average of nearly 3 minutes time on the page.

Next on the agenda was the fourth membership report for 2008. There are 137 radio members (136 in last report), 33 television members (33 last report) and 27 associate members (27 last report). There was a report that the ABA is seeking a possible partnership with another statewide association such as the AZ Small Business Association or the AZ Retailers Association so that our members have access to a group health insurance program. There will be a career fair set-up for our members in Tucson in October at Pima Community College. There will be a DTV phone bank set-up in the fall at KAET-TV with TV engineers on the phones to answer questions from consumers about the DTV transition. The annual ABA business meeting is set for December 4 at the Hyatt Regency Hotel in downtown Phoenix featuring Dr. Le McPheters, W.P. Carey School of Business, who will give an economic forecast for 2009. There was also discussion about offering on demand webinars for our members in 2009. There will be more discussion on this at the board retreat next month.

It was announced that the ABA will be receiving an award from the Arizona Interfaith Movement for the success of the Crystal Darkness campaign last spring. The award will be received by President & CEO Art Brooks at the April 23, 2009 Golden Rule dinner.

Next on the agenda was a report on the ABA Foundation. The financial report was approved as submitted. An update was given on the 19th annual Hall of Fame reception & dinner at the Marriott at the Buttes Hotel in Tempe. Inducted will be Preston Westmoreland, Betty Waters, Jim Arnold, Gary Steven Woodworth and Ron Bergamo. Although a larger than usual class it was discussed that it is worthy to add Ron Bergamo under the tragic circumstance of his death in January and the fact that he was one of the Hall Of Fame founders. The Hall of Fame dinner is Thursday, October 16 at the Marriott Buttes Resort in Tempe. It was tabled until the board retreat in September in setting a date and golf course for the 6th annual Pep Cooney Memorial Golf Classic. The future fund raising plan will also be discussed at the retreat.

Next was the legislative report. 1) First was the current list of all legislative issues before Congress this session. 2) A list of the filings at the FCC by the ABA was issued to the board 3) There was a report of the new Arizona Public Service survey recently completed in partnership with the NAB

The next agenda item was Public Education Programs (NCSA) for 2008. The Arizona Army National Guard is renewed for \$178,500; the U.S. Coast Guard is renewed for \$12,500. NASBA now has a company in Washington, DC – The Fritts Group – to assist in obtaining future national PEP/NCSA sponsors.

There was a brief report on the AZ Amber Alert with 57 activations since September, 2002 when the system was activated in Arizona.

There was an ABIP report showing all member stations that have been inspected this year and the stations still under the cover of the moratorium from routine FCC inspections.

Under old/new business was the 2008 meeting schedule. The board will be meeting September 12-13 for the annual board retreat to be held in Pinetop at the Hon Dah Resort. Under new business was discussion of what to do about copper theft at transmitter sites in the state. The ABA president will talk to the state attorney general's office about this.

The meeting was adjourned at 12:25 PM.