

# THANK YOU 2016 ABA BOARD & STAFF

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## ABA STAFF

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Art Brooks

Operations Manager  
Jennifer Latko

Digital Communications Coordinator  
Mary Kate Lau

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# 2016 ANNUAL REPORT

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REVIEWING THE EVENTS,  
ACCOLADES AND  
STATISTICS FROM THE  
PAST YEAR


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## Letter from the CEO

Greetings,

It is a great honor for me to work with such a wonderful team as the ABA board of directors and staff. The past 27 ½ years during my tenure have brought much change to radio and television but the industry's commitment to community has remained on solid ground. The ABA is also on solid ground as we continue to advocate on our member's behalf as well as provide the best of education and service such as our ABIP program. I'm excited and ready for the coming year ahead.



## Membership & Localism

Membership was high for 2016 and exceeded previous years' station count with Radio at 167 stations / 54 companies (102% compared to 2015). TV members represented 33 stations / 18 companies (100% compared to 2015) and Associate members totaling 31 (96% compared to 2015).

With 37 stations reporting, preliminary localism numbers show Arizona Broadcasters raised \$9 million for local charities. 20,000 hours were dedicated to local programming, valued at \$53,671,825. Spots donated to public service announcements topped 437,000 worth \$22,873,311.

## Awards and Accolades

In 2016, the ABA received the following awards for:

- The President's Special Award at the NAB Education Foundation Service to America Awards
- Arizona Society of Association Executives Award of Excellence for External Affairs



## Legislative Issues

The ABA was successful in fighting back once again a threat of Performance Tax on Radio stations.

We also were advocates against any attempt in Congress to do away with advertising deductibility and fought on your behalf on other critical issues as well.

At the state legislature, we avoided any attempt to limit broadcasters' ability to access public records and helped to define the use of drones. For future state legislative news, check you inbox for our lobbyist's weekly reports.

## Broadcasters AZ AMBER Alert Golf Classic

Friday, April 29th marked the 12th edition of the AZ AMBER Alert Golf Classic and it saw 75 golfers raising \$24,520 for AZ AMBER Alert and scholarship funds across the state.



## Broadcasters Career Fairs



194 job-seekers attended the Phoenix Career Fair on May 12 at EVIT and spoke with the 75 stations representing 22 companies from across Arizona.

131 job-seekers attended the Tucson Career Fair on September 8 at PCC-Downtown and spoke with 41 stations representing 10 companies from across Arizona.

## Broadcasters Hall of Fame

The ABA inducted these four broadcasters into the HOF in 2016:

Jineane Ford – Former Miss USA turned long-time local TV reporter

Bill Mortimer – Also known as “Chef Morte” who entertained Tucsonans for decades.

Dave Munsey – KSAZ-TV's weatherman who has educated the community on water safety for over 40 years.

Jim “Taz” Taszarek – consultant and GM who brought ASU sports and the Cards to KTAR

The event raised \$8,923 to benefit scholarships at ASU, NAU and UofA.

## Scholarships and Camps

A total of \$14,500 went to 9 college scholarships for broadcast and media sales students at Arizona State University, Northern Arizona University and the University of Arizona.

The ABA also invested \$23,000 and partnered with the schools for two summer programs aiming to pique the interest of young broadcasters. through The NAU Andy Harvey Native American High School Journalism Workshop and The Cronkite Institute for High School Journalism.