



Board Meeting Minutes

August 19, 2017

Hacienda Del Sol, Tucson

TO: Officers, Directors and Members of the Arizona Broadcasters Association
FROM: Art Brooks, President / CEO

Officers: * Chairwoman – Anita Helt, KNXV-TV ABC 15 – Phoenix
* Vice Chairman Doug Martin, Good News Radio Broadcasting, Tucson
* Sec/Treas - Trip Reeb, Hubbard Broadcasting, Phoenix
* Immediate Past Chairman - Michael Mallace, Sierra H Broadcasting, Phoenix

Directors:
* Bill Shaw, KVOA-TV, Tucson
Roger Anderson, Great Circle Radio, Flagstaff/Prescott
* Mike Barna, KSWG, Wickenburg
* Ken Kwilosz, Lotus Radio Group, Tucson
* Rich Howe, KAZT-TV, Prescott- Phoenix
* Ed Munson, KPHO-TV (CBS 5), KTVK-TV, Phoenix

Staff: * President & CEO, Art Brooks
Operations Manager, Jennifer Latko
Digital Communications & Public Relations Specialist, Mary Kate Lau
(* Denotes attendance)

Board Chairwoman Anita Helt, KNXV-TV, gave a welcome and called the fourth meeting for 2017 to order at 8:15 AM. The meeting began with thanking Doug Martin & Trip Reeb for stepping up into officer's positions and welcoming Ken Kwilosz & Ed Munson to the board.

A. There was an update on Araceli De Leon's health condition and although positive it appears there will be months of physical therapy. Our prayers continue for her full recovery.

B. There was acknowledgment of leave of absence by Roger Anderson from the board as he cares for his wife. He will continue to conduct board business as he can.

Next agenda item was approval of the minutes from the May 18, 2017 meeting at Hubbard Radio. Minutes were approved as submitted.

Next on the agenda was the Treasurers report.

A. First was the July financial report and the report was approved as submitted.

B. Next was the PEP/NCSA report

1. It was announced by President/CEO Brooks that ADOT has reconfirmed its contract through October this year and there will be an announcement soon on the continuation through 2018. Brooks also announced that the Governor's Office of Youth Faith & Family is entering into an annual campaign at \$150,000 in 2018 to address the Opioid crisis and the AZ National Guard will be returning possibly in the 4th quarter this year. Brooks has a meeting with the new agency for the Guard Bureau at the NAB Radio Show in Austin, Texas on September 5

2. Arizona 8-1-1 \$75,000
3. Digital Communications Cyber Security - \$9,000 for 4 weeks
4. State Bar of Arizona - \$27,500

Next on the agenda was the membership report for the year.

A. There are currently 164 Radio stations representing 49 companies (161/48 last report); 33 TV stations representing 18 companies (33/18 last report) and 27 Associate members (27 last report).

B. Next was the Marketing/PR report from Mary Kate Lau on all social media, timely newsletters and weekly publications. It was decided to pursue a student ABA Chapter with board volunteer Michal Mallace, Ken Kwilosz & Anita Helt to help Mary Kate Lau. There will also be the organization of a "40 & Under" group to help with ABA events & committees.

C. Next was the P1 Learning & Think Zoom status report showing the usage of this great program and free member benefit. Covering May 13 – August 11 there were 328 users (226 Radio/102 Television) users and 892 participant viewings (876 Radio/15 Television). The report included in-depth usage during the nearly 3-month span. President Brooks then walked the board through the new P1/P1i Interactive proposal with new separate modules available to our member stations at an additional cost per station. These modules help station be prepared with “real World Training Solutions”.

D. Next there was an ABIP report for this year and inspections are being scheduled.

E. There were also reports on the Summer High School workshops at NAU SOC & ASU Cronkite School

Next on the agenda was discussion of events.

A. There was a report on the Career Fair at PCC, Tucson September 7.

B. The final major event for 2017 will be the 28th annual Hall of Fame Awards luncheon October 12 at Talking Stick Resort, Scottsdale. The inductees will be: Allen Kath; Mike Owens; Steve Goddard; Jan D’Atri and Bob Davies. There are presently 122 seats sold and presentations for sponsorships & table sales continue

Next on the agenda was the legislative report and update on current issues: **1)** TV Spectrum Auction Repack/Relocation Fund & as it relates to TV Translators. There is a Congressional delegation letter being worked by Rep. Paul Gosar & Tom O’Halloran which will be sent to FCC Chairman Pai encouraging the FCC to not allow translator frequencies to disappear taking away the vital free access to the vulnerable populations within the TV DMA. We are at the same time continuing to call on AZ Congressional members on this and associated issues including “white Space” frequency issues **2)** Other issues before Congress are the Radio Performance Tax and the Local Radio Freedom Act. There are now 5 AZ Congressional Members signed on to protect local Radio (207 House & 24 Senate nationally). Advertising Deductibility issue which is in discussions in DC. We have two AZ House Members Trent Franks & Tom O’Halloran signed onto the Yoder/Engel letter in opposition to taking away the deductibility of advertising; **3)** On-going issues and upgrades to EAS system **4)** A current Congressional Directory was issued as well and board members ask that a district map be circulated to among them

The meeting was adjourned at 9:30 AM.

The next board meeting will be October 12 at Talking Stick Resort prior to Hall of Fame luncheon

The full ABA Board now convened into the annual retreat agenda with the following agenda items:

1. Complete ABA financial review and outlook

A. ABA must have an annual balanced budget with pre-discussed budget cuts if necessary

2. Investment committee report led by Michael Mallace & Doug Martin

A. A plan in place to secure reserves and cash flow through coming year and beyond

3. Strategic Plan review for goal setting through 2018

Submitted by Art Brooks, President & CEO

8-25-17