



Board Meeting Minutes

March 23, 2017

ABA, Phoenix

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

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

Directors:
* Bill Shaw, KVOA-TV, Tucson
* Trip Reeb, Hubbard Broadcasting, Phoenix
Roger Anderson, Great Circle Radio, Flagstaff/Prescott
* Mike Barna, KSWG, Wickenburg
Robert Yanez, Univision TV & Radio, Phoenix
* Rich Howe, KAZT-TV, Prescott- Phoenix

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

Board Acting Chairwoman Anita Helt, KNXV-TV, gave a welcome and called the second meeting for 2017 to order at 11:00 AM.

Next agenda item was approval of the minutes from the January 26, 2017 meeting at Univision. Minutes were approved as submitted.

Next on the agenda was the February financial report. The report was approved as submitted.

Next on the agenda was the second membership report for the year. First was a report that Chris Ornelas, COO, NAB will be attending the AZ AMBER Alert Golf Classic May 5 as our guest. He will also address broadcasters at the luncheon immediately after the tournament. Next was a notice that after discussion for one and a half years the Phoenix Police Department will host a 4-hour safety training for all TV & Radio personnel such as reporters and personnel that are involved in live remotes, etc. and often work alone. The date is April 29 at the Phoenix Police Department Mountain View Precinct Community Room. It was also discussed that the ABA offer a one month PEP-style PSA campaign for the Phoenix Police Department to say thank you for this gracious donation. Next was the second 2017 membership report that shows there are currently 156 Radio stations representing 44 companies (114/34 last report); 33 TV stations representing 18 companies (24/15 last report) and 27 Associate members (25 last report). Membership renewal continues for 2017. Next was the Marketing/PR report & March Newsletter. Next was the first P1 Learning & Think Zoom status report showing the usage of this great program and free member benefit. Covering January – March there were 309 (209 Radio/100 Television) users and 76 participant viewings. Next there was an ABIP report for this year and inspections are being scheduled. There was a brief conversation about possible programs with Phoenix & Tucson Ad Clubs and there was a report on how ABA is helping Radio stations navigate complicated music licensing with new Global Music Rights by suggesting all stations refer to their respective attorneys.

Next on the agenda was discussion of events. The next event is the 13th annual AZ AMBER Alert Golf Classic Friday, May 5 at the Biltmore Golf Resort. The board has offered to make calls to participants from last year not yet signed up for this year. There will be a Career Fair at EVIT May 11. The final major event for 2017 will be the 28th annual Hall of Fame Awards luncheon October 12 at Talking Stick Resort, Scottsdale. For the Hall of Fame the board decided that at the conclusion of the agenda items they will take time to develop a short list of possible candidates for HOF induction this year.

Next on the agenda was the legislative report and update on current issues: **1)** current state legislature report from lobbyist John Moody **2)** a report on the NASBA Winter meetings and NAB State Leadership Conference in Washington, DC February 25-March 2 **3)** 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 (156 nationally). Other issues are Advertising Deductibility; Spectrum Auction Repack/Relocation Fund & Retransmission Consent **4)** A current Congressional Directory was issued as well

Next was a full report on NCSA & PEP campaigns for 2017. So far we have:
Arizona 8-1-1, \$75,000; ADOT, \$150,000 & State Bar of AZ, \$27,500. The AZ National Guard is currently projected to return in 2017 and other possibilities include AZ Dept. of Agriculture, AZ GOHS & AZ DHS.

Under old/new business items the board decided the May Board meeting will be hosted in Phoenix at Hubbard Broadcasting and the 2017 annual retreat will be held in Tucson at Hacienda Del Sol Resort in mid-August.

The meeting was adjourned at 1:00 PM.

The next board meeting will be May 18 at Hubbard Broadcasting, Phoenix.

Submitted by Art Brooks, President & CEO

3-24-17