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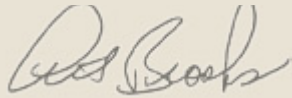


2017 ANNUAL REPORT

REVIEWING THE EVENTS,
ACCOLADES AND
STATISTICS FROM THE
PAST YEAR

Letter from the CEO

Greetings,
It's a great honor for me to work with such a wonderful team as the ABA board of directors and staff. The past 28 ½ years during my tenure have brought much change to radio and television but the industries 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 Free Legal Hotline, LI Learning Sales Training & ABIP program possible. I'm excited and ready for the coming year ahead.



Art Brooks, President and CEO, Arizona Broadcasters Association

#WeAreBroadcasters

Membership



Membership was high for 2017 matching previous successful years with Radio membership sitting at 164 stations / 49 companies (98% compared to 2016), TV members represented 33 stations / 18 companies (100% compared to 2016) and we had 27 Associate members who chose to align themselves with Arizona Broadcasters.

Legislative Issues

We were successful in fighting back once again a threat of Performance Tax on Radio stations with 218 members of the House and 30 Senators signing on to defeat this measure. We also were successful advocates along with the NAB in keeping Advertising Deductibility out of the tax bill that passed Congress.

At the state legislature, we avoided any attempt to limit broadcasters' ability to access public records and helped to define the use of drones.

Broadcasters AZ AMBER Alert Golf Classic

Friday, May 5th marked the 13th edition of the AZ AMBER Alert Golf Classic and it saw 55 golfers raising \$10,561 for AZ AMBER Alert and scholarship funds across the state. The 2018 event is scheduled for May 4 at McCormick Ranch Golf Club.



Broadcasters Career Fairs



175 job-seekers attended the Phoenix Career Fair on May 11 at EVIT and spoke with the 65 stations representing 18 companies from across Arizona.

120 job-seekers attended the Tucson Career Fair on September 7 at PCC-Downtown and spoke with 60 stations representing 12 companies from across Arizona.

Broadcasters Hall of Fame



The ABA inducted five broadcasters into the HOF in 2017: Jan D'Atri, Bob Davies, Steve Goddard, Allen Kath and Michael Owens. The event raised \$16,500 to benefit scholarships at ASU, NAU and UA.

Scholarships and Camps

A total of \$15,251 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. The NAU Andy Harvey Native American High School Journalism Workshop aim to teach young Native American journalists to tell Native American stories through local broadcasting. The Cronkite Institute for High School Journalism brings top-performing high school students to ASU for two weeks of intensive, hands-on experiences in broadcast and digital journalism.