



# Board Meeting Minutes

Dec 6, 2018

Hubbard Media Phoenix

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

**Officers:** \* Chairwoman – Anita Helt, KNXV-TV ABC 15 – Phoenix  
\* Sec/Treas. - Trip Reeb, Hubbard Broadcasting, Phoenix  
\* Immediate Past Chairman - Michael Mallace, Sierra H Broadcasting, Phoenix

**Directors:**  
\* Bill Shaw, KVOA-TV, Tucson  
\* Mike Barna, KSWG, Wickenburg  
\* Ken Kwilosz, AZ Lotus Radio Group, Tucson  
\* Rich Howe, KAZT-TV, Prescott- Phoenix  
\* Bob Villones, El Dorado Broadcasting, Yuma – by phone

**Staff:** \* President & CEO, Chris Kline  
Digital Communications & Public Relations Specialist, Mary Kate Lau  
(\* Denotes attendance)

1. Board Chairwoman Anita Helt, KNXV-TV gave a welcome and called the board meeting to order at 11:05 am in the conference room of Hubbard Media Phoenix. Helt introduced two prospective board members joining the meeting, Andre Deshapelles of Telemundo Arizona and Alejandra Santamaria of Univision Arizona.
2. Approval of minutes from October 11, 2018 board meeting at ABA, Phoenix. The minutes were adopted as submitted.
3. Treasurer's Report
  - a. October/November financial reports were reviewed and approved as presented.
  - b. 2018 PEP/NCSA Campaign report
    - i. There was a lot of discussion about the 2018 PEP campaigns, the successes of some of the campaigns and where help was needed to shore up other loose ends.
    - ii. We talked out the 2019 renewals and referenced two additional campaigns awaiting renewal notification. Here are the confirmed campaigns for 2019:
      1. Arizona National Guard (\$240,000)
      2. ADOT (\$150,000)
      3. Arizona 811 (\$40,000)
    - iii. PEP reporting was a topic of conversation to ensure we're able to more accurately track campaign progress in near real-time. We talked out several solutions and Chris Kline was charged with identifying options. We also talked out how to communicate ABA needs to each station so the voluntarily expectations were more clear going forward.
4. Membership Report
  - a. The board reviewed the 2019 expected membership report along with the unchanged due scale for 2019.
  - b. The board reviewed the P1 learning report and all agreed this remained a core service well utilized by station. The 2019 contract was verbally approved.
  - c. The board reviewed the 2018 ABIP stations and looked at the 2019 scheduled, which is expected to be notably busier than 2018 based on the amount of stations up for renewal.
  - d. The board reviewed the services provided by the ABA's contributions to the First Amendment Coalition of Arizona and determined that with better communication to member stations, there was value in continuing the First Amendment Coalition dollars for another year.
  - e. Chris Kline presented a streamlined format for email communication with member stations focused on a hand-curated note once weekly to summarize the key items important that week and emphasize key member services that stations may not be aware of.
  - f. The board reviewed the 2019 Arizona legislature preview, as prepared by John Moody, that highlights the key topics expected to come up in the new session that starts in January. The board also reviewed the national legislative preview, focused on STELAR and Radio Performance Tax.

5. State of ABA
  - a. Chris Kline summarized the results of his initial listening tour with member stations since taking over as ABA President in October 2018. He explained that he has met with 20% of the member stations and talked out the themes from his conversations focused on a need for greater member services.
  - b. Chris Kline presented first quarter 2019 goals that addressed visiting more member stations, auditing/updating member services, improving PEP campaign workflow and working with the board to complete a more formal strategic plan for the next 12 months.
  - c. Chris Kline presented a 2019 compensation plan for the ABA which was approved by the board.
  - d. An adjustment to the ABA Merrill Lynch account was proposed and approved to better balance the assets.
  - e. A first draft of the 2019 budget was reviewed. Formal approval will happen in January.
  - f. The 2019 board meeting scheduled was reviewed, and the team agreed to schedule a meeting for January to do a 12-month strategic plan deep-dive. The date of that meeting is pending group availability. The board also agreed to delay the annual business meeting until later in the year.
6. Events
  - a. The Hall of Fame Lunch ROI report was reviewed.
  - b. The ABA Golf Tournament ROI was reviewed and the board agreed to continue with a 2019 golf tournament. As part of the planning, a small group of board members will be compiled to lead the brainstorming on driving more revenue from the tournament in 2019.
  - c. The board reviewed a report on the ASU Summer HS Journalism workshop, funded by the ABA.
  - d. The board also reviewed plans for 2 more career fairs in 2019, along with brainstorming how to make the attendance higher.
7. Old Business/New Business
  - a. Chris Kline presented an update on the Amber Alert program and plans to migrate to an IP delivery system in 2019 pending government success with a new program.
  - b. Chris Kline led a discussion on reviewing the current ABA bylaws to ensure they meet with current practice. Several changes were suggested which Chris will review with ABA legal counsel.
8. Election of 2019 officers and directors
  - a. The regular business meeting was adjourned and an annual meeting was convened to elect the 2019 officers and directors. The board voted and approved the following slate:
    - i. Chairwoman – Anita Helt, KNXV-TV
    - ii. Vice-Chair – Trip Reeb, Hubbard Broadcasting
    - iii. Secretary/Treasurer – Bill Shaw, KVOA-TV
    - iv. Immediate Past Chair – Michael Mallace, Sierra Broadcasting
    - v. Directors:
      1. Mike Barna – KSWG
      2. Rich Howe – AZ-TV
      3. Alejandra Santamaria – Univision Arizona
      4. Andre Deshapelles – Telemundo Arizona
      5. Ken Kwilosz – Arizona Lotus Corp.
      6. Bob Villones – El Dorado Broadcasters
9. Meeting adjourned at 1:45pm. Date of next board meeting TBD in January based on director schedules.

---

Submitted by Chris Kline, President & CEO

12-6-18