



Board Meeting Minutes

January 22, 2019

Univision Arizona

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

Officers: * Chairwoman – Anita Helt, KNXV-TV, Phoenix
* Vice Chairman - Trip Reeb, Hubbard Broadcasting, Phoenix
* Sec. Treasurer – Bill Shaw, KVOA-TV, Tucson – by phone
* Immediate Past Chairman - Michael Mallace, Sierra H Broadcasting, Phoenix

Directors:
* Mike Barna, KSWG, Wickenburg
* Andrew Deschappelles, Telemundo Arizona
Ken Kwilosz, AZ Lotus Radio Group, Tucson
* Rich Howe, KAZT-TV, Prescott- Phoenix
* Alejandra Santamaria, Univision Arizona
Bob Villones, El Dorado Broadcasting, Yuma

Staff: * President & CEO, Chris Kline
* Operations Manager, Mary Kate Lau
(* Denotes attendance)

1. Board Chairwoman Anita Helt, KNXV-TV gave a welcome and called the board meeting to order at 3:10 p.m. in the conference room of Univision Arizona.
2. The minutes from December 6, 2018 board meeting at Hubbard in Phoenix were presented. The minutes were adopted as submitted.
3. Treasurer's Report
 - a. Year-End financial reports were reviewed and approved as presented.
 - b. 2018 financial annual review plan was approved as presented
 - c. 2018 PEP final report
 - i. All 2018 PEP campaign reports were presented.
 - d. 2019 PEP Updates
 - i. Updated PEP messaging was presented, providing new communication for both the stations and clients. These materials were approved as submitted
 - ii. Updates to the reporting methods, including standard market rates, monthly performance suggestions and the use of SIGMA to track spots were also presented and approved as submitted.
 - iii. Additional PEP suggestions from the board members included consideration of the potential to expand PEP to digital and social media campaigns. No decisions were made.
 - e. 2019 PEP Campaigns to-date were presented:
 - i. AZ National Guard
 - ii. ADOT
 - iii. Arizona 8-1-1
4. Membership Report
 - a. The board reviewed the 2019 Membership report.
 - b. The localism survey was reviewed. The board brainstormed ways to boost survey completion.
5. DC Report
 - a. NAB themes from Chris Kline's December visit were presented
 - b. Plans for the NAB State Leadership Conference from Feb 25 – March 1, 2019 were discussed
 - i. The executive committee will attend with the possibility others joining in for congressional visits.

6. Events

- a. Golf Tournament updates from the committee meeting earlier in the month were presented.
- b. 2019 Tucson Career Fair plan was introduced with approval from the board.

7. State of ABA

- a. The proposed ABA Code of Conduct was presented and reviewed by the board with changes requested in the following categories:
 - i. Code of Ethics
 - ii. Anti-Trust Policy
 - iii. Financials Policy
 - iv. ABA By-Laws
 - v. 2019 Budget
 - vi. 2019 Member Services
- b. ABA website rebuild was discussed
- c. Q1 2019 Goals were reviewed

8. Old Business/New Business

- a. The latest updates on Amber Alert/Blue Alert/Ashanti Alerts were presented.

9. Chairwoman Anita Helt, KNXV-TV, agreed to host the March 21 board meeting.

10. Meeting adjourned at 5:10 pm and the strategic planning meeting began.

11. Strategic Plan

- a. The board conducted a SWOT analysis and determination of ABA core focus areas.
- b. 2019 Member Service Additions/Tweaks were brainstormed.