



# Board Meeting Minutes

August 23, 2018

ABA, Phoenix

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  
Mike Barna, KSWG, Wickenburg  
\* Ken Kwilosz, AZ Lotus Radio Group, Tucson  
\* Rich Howe, KAZT-TV, Prescott- Phoenix  
\* Ed Munson, KPHO-TV (CBS 5), KTVK-TV, Phoenix  
\* Bob Villones, El Dorado Broadcasting, Yuma – Director-elect

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

1. Board Vice-Chairman, Doug Martin gave a welcome and called the fourth board meeting for 2018 to order at 11:05 AM

A. Next was a very important executive committee briefing. On behalf of absent Anita Helt, Doug Martin, Trip Reeb, Michael Mallace & Art Brooks opened the update of the CEO search. They pointed out the interviews that have taken place with very good potential candidates and out of those interview's the search committee has a favorite for the position. This information will remain confidential for the time being until the executive committee also serving as the search committee finalizes terms and conditions. The goal is to have a hire made and started by mid-October which will offer sufficient overlap with current President & CEO Art Brooks through the end of the year. Board discussion ensued.

2. Approval of minutes from May 24, 2018 board meeting at KVOA-TV Broadcasting, Phoenix. The minutes were adopted as submitted.

### 3. Treasurer's Report

- A. July financial report was approved as presented
- B. 2018 PEP/NCSA Campaign report:
  - 1. AZ National Guard - \$240,000, November, '17 – October '18
  - 2. GOYFF – Opioid Education Campaign, \$150,000, December, '17 – December '18
  - 3. ADOT AZ AMBER Alert - \$150,000 – November '17-October '18
  - 4. Arizona 8-1-1 - \$50,000 for '18
  - 5. State Bar of Arizona - \$27,500 for '18

### 4. Membership

- A. Fourth membership report for 2018 was presented with 120 Radio members representing 51 companies 30 TV members representing 16 companies and 24 Associate members so far this year (108 Radio/30 TV/23 Associate last report)
- B. Next was the digital communications report from Mary Kate Lau on all ABA publications and social media tracking
- C. P1 Learning status report & current student enrollment May 22 to August 20. There are 269 total users for Radio & 131 for TV (273 Radio & 112 Television last report). The report included a list of Radio and TV stations using the sales training method and studies showing the subjects most studied and much more
- D. Next was a discussion with Tucson board members about the P1 Learning Futures Program through NASBA & universities. A professor at U of A has been identified and the leader of the Sales Club within the Eller School of Business. Bill Shaw volunteered to take the lead on this program where the ABA will pay for students' entry.

5. ABA Events

A. The 2018, 29<sup>th</sup> annual Hall of Fame luncheon is Thursday, October 11, Talking Stick Resort Ballroom's 1,2,3. Inductees are: Johnjay&Rich Show; J.D. Freeman, Donna Rossi and Art Brooks. There are 14 tables sold so far with our goal being 30.

6. Next on the agenda was the legislative report and update on current issues

A. Music Modernization Act

B. C-Band Earth Stations registration

C. National EAS test September 20 – Tucson and rest of EAS specialists are figuring out a fix for Tucson

D. White space issue with Microsoft

E. Possible attack on Retransmission Consent

F. ABA filings along with NASBA year-to-date

7. Next old/new business:

None

8. Meeting adjourned at 1:00 PM. Next board meeting prior to ABA Hall of Fame luncheon October 11, 2018 at 9:00 AM at Talking Sticks Resort.

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Submitted by Art Brooks, President & CEO

9-18-18