



# Board Meeting Minutes

March 22, 2018  
Hubbard Broadcasting, 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 Chairwoman, Anita Helt, KNXV-TV gave a welcome and called the first board meeting for 2018 to order at 11:05 AM
2. Approval of minutes from January 25, 2018 board meeting at KPHO-TV/KTVK-TV, Phoenix
3. Treasurer's Report
  - A. February financial report was approved as presented with the highest net bottom line in four years
  - B. 2018 budget was presented and was approved with the option for changes
  - C. 2018 PEP/NCSA Campaigns
    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. Second membership report for 2018 was presented with 97 Radio members representing 36 companies; 24 TV members representing 14 companies and 24 Associate members so far this year (78 Radio/22 TV/24 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 January 24 to March 19. There are 355 total users for Radio & TV (243 Radio & 112 Television). 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 our annual localism report – 37 TV and 77 Radio stations reported. There was a total \$160,109,052 local investment into local programming/Charitable donations raised & PSA airtime. Thanks to all stations that reported. Please report so you and your numbers can be added if you did not initially do so.
5. ABA Events
  - A. ABA AZ AMBER Alert Golf Classic report – scheduled for Friday, May 4, 7:00 am tee time at McCormick Ranch Golf Club, Scottsdale. Registration and sponsorship notices are already out to all members and friends of broadcasters. Please pass along to your vendors and clients as well.
  - B. Also the 2018 29<sup>th</sup> annual Hall of Fame luncheon is Thursday, October 11, Talking Stick Resort Ballroom's 1,2,3. Nominations are coming in with board voting at the May meeting
6. Next on the agenda was the legislative report and update on current issues

1. A delegation of five represented the ABA at the NAB State Leadership Conference in Washington, DC February 24-March 1. President/CEP Brooks attended the Winter NASBA meetings then the delegation attended the NAB SLC followed by two days of visiting our members of the AZ Congressional delegation on pressing broadcast issues. Discussed was the importance of the Local Radio Freedom Act; the legislation needed to gain another Billion dollars for the TV Repack and displacement of FM Radio stations.
2. Current Congressional Directory was issued to board members
7. Next old/new business:
  - A. It was decided to not do the traditional board retreat this year and have a one-day local retreat in Phoenix
8. Meeting adjourned at 11:45 PM allowing the board and officers to go into executive session. Next board meeting May 24, 2018 In Tucson at a location to be determined

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Submitted by Art Brooks, President & CEO  
3-22-18