



# Board Meeting Minutes

## October 11, 2018

### Talking Stick Resort, Scottsdale

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 – by phone

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

1. Board Vice-Chairwoman, Anita Helt, KNXV-TV, ABC 15 gave a welcome and called the fifth board meeting for 2018 to order at 9:05 am in the Redbird K room at Talking stick Resort. This is a very special day as the annual Hall of Fame luncheon follows this board meeting. Inductees include Donna Rossi, J.D. Freeman, JohnJay & Rich and Art Brooks. Helt then introduced the new President/CEO of ABA Christopher Kline who was present at the meeting.

Next was a discussion about the 2019 board configuration with new members filling the spaces left by Doug Martin who has resigned due to the selling of his Radio Stations and Ed Munson who has retired from KPHO/KTVK-TV stations. The Executive Committee will be Anita Helt, Chairwoman; Trip Reeb, Vice-Chairman, Bill Shaw, KVOA-TV, Tucson has agreed to move from a director's seat to the Secretary-Treasurer seat, and Michael Mallace as Past Chairman. This has left three Director's seats open. So far there are two volunteers for board seats – Andrew Deschappelles, Telemundo TV Phoenix & Tucson and Alejandra Santamaria, Univision Radio & TV, Phoenix & Tucson. The remaining seat is awaiting confirmation from another volunteer.

2. Approval of minutes from August 23, 2018 board meeting at ABA, Phoenix. The minutes were adopted as submitted.

### 3. Treasurer's Report

A. September financial report was approved as presented

B. 2018 PEP/NCSA Campaign report:

There was a discussion about the TV reporting that the dot channels are great options for possibly meeting reporting of special time periods. Along with that Radio streaming is also being used.

1. AZ National Guard - \$240,000, November, '17 – October '18 – Renewed for September, 2018-September, 2019 at \$220,000
2. GOYFF – Opioid Education Campaign, \$150,000, December, '17 – December '18
3. ADOT AZ AMBER Alert - \$150,000 – November '17-October '18 – Renewed for 2019 at \$150,000
4. Arizona 8-1-1 - \$50,000 for '18
5. State Bar of Arizona - \$27,500 for '18

#### 4. Membership

- A. Fifth membership report for 2018 was presented with 126 Radio members representing 52 companies 30 TV members representing 16 companies and 24 Associate members so far this year (120 Radio/30 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 August 21st to October 10th. There are 273 total users for Radio & 130 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 report on the P1 Learning Futures Program through ABA & U of A. Board member Bill Shaw has volunteered to take the lead on this program where the ABA will pay for students' entry. Shaw says it should be ready by end of year.

#### 5. ABA Events

- A. The 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 26 tables sold for today's event.

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

- A. Early November registrations for the NAB SLC in DC, February 23-25 for NASBA & 26-28 for SLC & Hill visits. It was decided that the AZ delegation will be represented by the executive committee and CEO. The Willard Hotel will be checked for rates.
- B. Update on Issues:
  - 1. Music Modernization Act – has been signed by the President. We need to be cautious as a new attempt for a Performers Tax on Radio may be on the horizon
  - 2. STELA – Fight not to renew
  - 3. FEMA President WEA Alert & National EAS test was October 3 -Tucson and rest of EAS specialists are figuring out a fix For Tucson as they've had issues getting daisy-chain messages to pass along.
  - 4. Possible attack on Retransmission Consent

#### 7. Next old/new business:

Incoming CEO will be prepared to discuss Strategic Plan at December board meeting.

#### 8. Meeting adjourned at 10:45 AM. Next board meeting will be December 6, 2018 at 11:00 AM at ABA.

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Submitted by Art Brooks, President & CEO  
10-12-18