



Board Meeting Minutes Thursday, April 23, 2020, 11a-12p Virtual Meeting

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

* Denotes attendance

Officers:

*Chair: Trip Reeb, Hubbard Broadcasting Phoenix
*Vice Chair: Bill Shaw, KVOA Tucson
*Sec/Treasure: Rich Howe, KAZ-TV Prescott
*Imm. Past Chair: Anita Helt, Scripps Phoenix

Staff:

*President & CEO, Chris Kline

Directors:

*Mike Barna, KSWG, Wickenburg
*Lec Coble, Tegna Tucson
Andrew Deschappelles, Telemundo Phoenix
Dean Ditmer, Tegna Phoenix
*Kevin James, Meredith Phoenix
*Kew Kwilosz, Arizona Lotus Tucson
*Troy Little, Native Broadcast Navajo Nation
*Cathy Rivers, Foundation for Creative Broadcasting Tucson
*Scott Sutherland, Bonneville Phoenix

1. Call to order – Trip Reeb, Chairperson of ABA Board of Directors called the meeting to order at 11:05am.
2. The minutes from the January 23, 2020 board meeting at Hubbard Radio were approved
3. The board reviewed the updated ABA financials and current balance sheet
4. The board discussed 2020 program adjustments and budget implications from COVID-19:
 - i. Budget: Minimal revenue hits so far, but prepared for larger losses
 - ii. Existing ABA Program Review
 1. The board decided to cancel the in-person Future and Awards lunch scheduled for the fall
 2. The board agreed to stay flexible with internship award fulfillment for stations
 3. The board discussed the cancellation of the ASU HS Workshop and NAU Radio Talent Institute
 4. The board reviewed the success of the all-digital UA Fast Track Media Sales program
 5. The board put a media research study on-hold until further notice
 - iii. New ABA Program and Advocacy Efforts
 1. The board reviewed the ABA-led federal advocacy efforts underway to help AZ broadcasters
 2. The board discussed the ABA distribution of FEMA masks to all Arizona broadcasters
 3. The board talked about the daily ABA COVID-19 radio news updates for small markets
 4. The board reviewed the ABA-led COVID-19 town hall and talked about future opportunities
5. The board reviewed the ABA projects since the last meeting in January:
 - A. ABA office move into ASU's Cronkite School
 - B. CBD Ad Legal Review for Arizona Broadcasters
 - C. Paid internship awards totaling \$57,000 for 20 students (TBD on implementation)
 - D. UA Spring Career Fair (48 stations represented, 515 students attended)
 - E. Launch of inaugural ASU Media Sales course (46 students attending)
 - F. Evolution of 1st Amendment Coalition spending

- G. SLC Trip to Washington with 7 GMs (relationships have already proved critical in COVID-19 advocacy)
 - H. Elimination of 2020 golf tournament
 - I. ABA advocacy to include broadcasters as “essential service” providers during COVID-19
 - J. Broadcasters COVID-19 Live Town Hall – 104 stations, 1-million-person audience
 - K. Daily ABA COVID-19 radio news updates for small markets
 - L. ABA SBA Loan assistance, calls, webinars
 - M. ABA DC advocacy for additional broadcast stimulus (gov ads, SBA loan adjustment, stimulus funds for ads)
 - N. PHX PD Domestic Violence Partnership (3 station groups driving revenue from it)
 - O. UA “Fast Track” media sales program for students; virtual networking next phase (25 students)
6. The Q2 2020 ABA Goals were reviewed and approved.
7. The next ABA board meeting will be on Thursday, July 23, 2020 at 11am, likely a virtual discussion.
8. The meeting was adjourned at 12:05pm.