



**Board Meeting Minutes**  
**Thursday, July 23, 2020, 11a-12:30p**  
**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 April 23, 2020 virtual board meeting were approved
3. The board reviewed the updated ABA financials and current balance sheet
4. The board discussed current key efforts and several board decision needs:
  - A. The board reviewed the current COVID-19 financial relief for broadcasters:
    1. ACTIVE: New US Census RFP + new letter to US Congress
    2. IN PROGRESS: FCC station fee reduction legal filing
    3. COMING SOON: HHS spend in local media, more SBA PPP loans (relaxation in size caps?)
    4. POSSIBLE: Tax relief for businesses who advertise with local media
    5. DONE: ABA PB-19 political file forms cost covering + modified FCC rule for political files
    6. TO WATCH: How will budget shortfalls be filled; increased ad tax? What else do stations need?
  - B. The board discussed the hire of an ABA Director of Development (effective in September 2020)
  - C. The board decided to postpone state-wide media research until the winter given the COVID-19 pandemic
  - D. The board discussed a potential partnership with the state for a COVID mental health day blitz
  - E. The board discussed partnerships with several new vendors and raised questions that need to be answered before selecting any new partners.
  - F. The board reviewed the narrowed field of 2020 Hall of Fame candidates and asked for more detail on each individual's community involvement.
  - G. The board discussed a potential partnership with ASU to start a SMPTE student chapter focused on engineering.
  - H. The board discussed how the ABA might be able to help stations with more political file questions and training.
  - I. The board discussed creating or sharing out a generic mask spot and agreed to poll stations on the need.
5. The board discussed ABA focus areas since they last met, including:
  - A. 7 virtual events:

- i. Broadcasters Guides to SBA Loans: 24 attendees (April)
    - ii. Media Sales Survival Guide: 160 attendees (April)
    - iii. Media Sales Leadership: 36 attendees (May)
    - iv. COVID-19 Consumer Research: 26 attendees (May)
    - v. Arizona Political Movies during COVID-19: 29 attendees (May)
    - vi. Putting More Political Ad Dollars On Your Books: 43 attendees (June)
    - vii. Real impact for radio from COVID-19: 29 attendees (June)
  - B. Daily Arizona COVID-19 radio news updates for small markets (March 20 – May 15)
  - C. Riot curfew access/exemption letters + tower facility security communication with AZDMEA, local PDs (June)
  - D. UA/ASU/NAU Virtual Job Fair: Opened up to 5 station groups + National Guard AZ (June)
  - E. Free distribution of 10,000 FEMA-supplied masks (June) – and a second blitz planned for late August
  - F. ABA-funded legal fight for AZ coronavirus nursing home cases (June)
  - G. Two ABA internships funded for summer - Sierra H and AZ PBS (May)
6. The board reviewed the Q2 2020 ABA goals and agreed that all goals had been met.
  7. The board reviewed and set Q3 2020 ABA goals
  8. The next ABA board meeting will be on Thursday, October 22, 2020 at 11am, likely a virtual discussion.
  9. The meeting was adjourned at 12:06pm.