



Board Meeting Minutes
Thursday, October 22, 2020, 11:15a
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/Treasurer: 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

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. The meeting was called to order at 11:13am by Trip Reeb, Chairperson of ABA Board of Directors**
- 2. The July 2020 meeting minutes were reviewed and approved.**
- 3. Chris Kline conducted an ABA Financial Review for the board**
 - A. P&L + balance sheet documents were reviewed
 - B. A progress report was shared on new ABA Director of Development
- 4. Chris Kline reviewed the below key topics and discussion items with the board:**
 - A. Current Election Night security plan + open discussion on additional needs (including post-election litigation)
 - B. Proposed "one-time" discount for 2021 member dues + streamlined PEP ask of 50 spots/month
 - i. The board voted on and approved this one-time discount
 - C. Revival of media research study for this winter
 - D. ASU "Youth Suicide Prevention" Effort – January 2021 focus
 - E. ABA RF study coordination in Phoenix
 - F. Update on 2021 in-person event plans
 - i. ABA Future and Awards Lunch (Fall 2021)
 1. This event will celebrate both the recently announce 2020 honorees + 2021 honorees
 - ii. NAB – Hosting combination NAB Show/Radio Show/SMTE in Las Vegas (Oct 2021)
 - iii. NAB – DC State Leadership Conference (Spring or Summer 2021)
 - G. More COVID-19 financial relief for broadcasters (hangs in election balance)
 - i. Second round of PPP, expansion in PPP eligibility, federal ad buys (most notably a vaccine campaign)
 - H. Distributing final 3,000 masks in fall blitz
 - I. Potential AZDHS partnership with AZ broadcasters for COVID mental health day (likely in late Nov or Dec)
 - J. First brainstorm on 2021 focus areas:

- i. BUSINESS BUILDING:
 - 1. Carryover media research funding + distribution of results
 - 2. Evaluate new "Arizona Business Index" buy-in
 - 3. Continue P1 Learning offerings
 - 4. Continue virtual live event training offerings
- ii. FUTUREPROOFING:
 - 1. Carryover ABA internship funding + potential for new round of funding in fall
 - 2. 2021 SMPTE Student Chapter creation at ASU; funding for curriculum?
 - 3. Maintain existing university scholarship and workshop funding at NAU/ASU/UA
 - 4. Creation of continuing local media education reimbursement program?
- iii. RELATIONSHIPS:
 - 1. Continue Arizona legislative lobbying and DC lobbying
 - 2. Continue funding legal defense, local lawyer, DC lawyer

5. The Q3 ABA Goals were reviewed and Q4 ABA Goals were set

6. The meeting was adjourned by Trip Reeb at 12:17pm.