



Board Meeting Minutes
Thursday, April 22, 2021, 11a-12:30p
Virtual Meeting

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

* Denotes attendance

Officers:

- *Chair: Bill Shaw, KVOA Tucson
- *Vice Chair: Scott Sutherland, Bonneville Phoenix
- *Sec/Treasure: Cathy Rivers, KXCI Tucson
- *Imm. Past Chair: Trip Reeb, Hubbard Broadcasting Phoenix

- Mike Barna, KSWG, Wickenburg
- *Brian Cisek, Londen Media Phoenix/Prescott
- *Lec Coble, Tegna Tucson
- *Andrew Deschappelles, Telemundo Phoenix/Tucson
- *Anita Helt, EW Scripps Phoenix
- *Joe Donnarumma, Univision Phoenix/Tucson
- *Steve Hoshor, Great Circle Media Flagstaff
- *Kevin James, Meredith Phoenix
- *Linda Little, iHeart Media Phoenix
- *Troy Little, Native Broadcast Navajo Nation
- *Michael Mallace, MHM Consulting Phoenix
- *Patty Ruiz, Bustos Media Tucson

Staff:

- *President & CEO, Chris Kline

Directors:

1. The meeting was called to order at 11:02am by Bill Shaw, Chairperson of ABA Board of Directors A
2. ABA President Chris Kline introduced new ABA board member Joe Donnarumma and announced the pending resignation of Executive Committee Member Cathy Rivers.
3. The January 2021 meeting minutes were reviewed and approved
4. Chris Kline conducted an ABA Financial Review for the board
 - A. The current P&L and balance sheet was reviewed
5. Chris Kline reviewed the below ABA Q1 2021 efforts and previewed active Q2 2021 projects:

<p><u>FCC license support and protection</u></p> <ul style="list-style-type: none"> -Dropped nominal cost of our FCC compliance inspections by 50% -Hosted ABA license renewal virtual event for AZ radio stations -Soon: Restarting FCC inspection program after COVID pause 	<p><u>Training and live events</u></p> <ul style="list-style-type: none"> -Hosted media sales workshop for 10 UA Eller Biz School students -Offered 7 virtual events focused on EEO, sales, and COVID-19 -Put 6 new member station AEs through 8-week sales onboarding
<p><u>ABA-funded consumer and sales research in Arizona</u></p> <ul style="list-style-type: none"> -Finished the data collection phase in April! -Soon: Calendar invite coming soon for a board-only review. Station distribution in May. 	<p><u>ABA-funded paid internships at member stations</u></p> <ul style="list-style-type: none"> -Rescheduled 12 “COVID carryover” internships to this summer/fall -Awarded 7 new “2021” internships for this fall

<p><u>Job fairs + university scholarships and workshops</u></p> <ul style="list-style-type: none"> -Organized EEO-compliant virtual UA career fair -Helped launch mentorship program with UA Journalism School -Awarded nearly \$20K in scholarships to both ASU and NAU as part of our 2021 budget -In May: Offering EEO-compliant virtual ASU career fair 	<p><u>Free legal support</u></p> <ul style="list-style-type: none"> -Commissioned new legal review of broadcast marijuana advertising -Commissioned first-ever legal review of digital CBD/marijuana advertising -Commissioned legal review of threat for COVID infection lawsuits -Worked with 15 station to navigate various broadcast legal questions
<p><u>Advocacy and Arizona broadcasting shared projects</u></p> <ul style="list-style-type: none"> -Added 6 new member station groups to our association -Distributed list of every AZ commercial station with ad contacts -Partnered with 27 TV stations to air ASU Youth Suicide special -Partnered with 50 PHX radio stations to air COVID-19 health blitz -Distributed 3,000 more reusable masks to AZ TV/radio stations -Successfully lobbied for motion cameras at key PHX tower site with 30+ station towers -Launched weekly communication with stations on COVID-19 vaccine plans/advocacy efforts 	<p><u>Arizona and DC broadcast lobbying</u></p> <ul style="list-style-type: none"> -Successfully lobbied for sports betting legality with no ad restrictions in AZ -Now: Starting soft advocacy for legal clarity in marijuana ad rules -Soon: Hosting virtual meetings about broadcast issues with AZ's 9 US Reps and 2 US Senators

6. Chris Kline reviewed a list of new ABA expense proposals to take advantage of planned free cash flow. Each item was discussed and voted on by the board:
 - A. Marijuana legal clarity lobbying (approved by board)
 - B. Reduction in ABIP FCC inspection cost to member stations (approved by board)
 - C. Open up spring 2022 internship funding (approved by board)
 - D. Arizona Business Index (ABI) access for all member stations (requires more data for decision)
 - E. Upgraded legal support for member stations (approved by board)
 - F. Data Soup Radio Metrics (requires more data for decision)
 - G. 2021 SMPTE Student Chapter creation at ASU (approved by board)
 - H. Continue COVID-19 25% member dues discount for 2022 (will make decision later in year)

7. Chris Kline reviewed plans for a virtual State Leadership Conference in May. At least once each year, the ABA formally meets with all 11 of Arizona's U.S. Reps and Senators in Washington. This year's event is virtual and will take place in May. Chris asked for 6-8 board members to participate for effectiveness. Those board members will email Chris to express interest.

8. The board had an open discussion about the 2022 Future and Awards lunch and decided to consider options for an in-person event this winter. The discussion will be reviewed again in the July board meeting.

7. Chris Kline reviewed Q1 2022 ABA Goals and the setting of Q2 2022 goals
8. The meeting was adjourned at 12:23pm.