



Board Meeting Minutes Thursday, July 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: Andrew Deschappelles, Telemundo Phoenix/Tucson
- *Imm. Past Chair: Trip Reeb, Hubbard Broadcasting Phoenix

Staff:

- *President & CEO, Chris Kline

Directors:

- 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

1. The meeting was called to order at 11:02am by Trip Reeb, Imm. Past Chair of ABA Board of Directors
2. ABA President Chris Kline introduced new ABA exec committee member Andrew Deschappelles
3. The April 2021 meeting minutes were reviewed and approved.
4. Chris Kline conducted an ABA Financial Review for the board. The current P&L and balance sheet was reviewed
5. Chris Kline reviewed the below updated list of 2021 ABA projects and highlights from key initiatives:

<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 -July: ABA restarting FCC inspection program after COVID pause 	<p><u>Training and live events</u></p> <ul style="list-style-type: none"> -Running Tally: Offered 9 virtual events focused on news, sales, etc.. -Hosted media sales workshop for 10 UA Eller Biz School students -Running Tally: Put 6 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"> -Distributed ABA’s research findings to all member stations -Hosted research release member meeting to explain results -Rest of Year: Distribution of research results to agencies/partners 	<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 the fall -In September: ABA to open Spring 2022 paid intern apps (30k invest)
<p><u>Job fairs + university scholarships and workshops</u></p> <ul style="list-style-type: none"> -Organized EEO-compliant virtual UA/ASU career fairs for stations -Launched news mentorship program with UA Journalism School -Awarded nearly \$20K in scholarships to both ASU and NAU 	<p><u>Free legal support</u></p> <ul style="list-style-type: none"> -Commissioned new legal review of AZ marijuana advertising -Commissioned legal review of AZ digital CBD/marijuana advertising -Commissioned legal review of AZ threat for station COVID lawsuits -This fall: ABA to add new legal support/resource for members

<p><i>-Led effort to reinstate Phoenix radio group at college job fairs after exclusion because of 'partisan' talkshow hosts.</i></p>	
<p>Overall growth and Arizona broadcasting shared projects</p> <ul style="list-style-type: none"> <i>-Running Tally: Added 7 new member groups to our ABA</i> <i>-Built/shared out list of every AZ commercial station + ad contacts</i> <i>-Partnered with 27 TV stations to air ASU Youth Suicide special</i> <i>-Partnered with 50 PHX radio stations to air COVID-19 health blitz</i> <i>-Distributed 3,000 more reusable masks to AZ TV/radio stations</i> <i>-Successfully lobbied for motion cameras at key PHX tower site</i> <i>-Led weekly station communication on COVID media vaccinations</i> <i>-Worked with PHX newsrooms on Mesa PD partnership change</i> 	<p>Arizona and DC broadcast lobbying</p> <ul style="list-style-type: none"> <i>-Now: ABA investing \$15k to bring legal clarity in marijuana ad rules</i> <i>-Successfully lobbied for AZ sports betting ads to start in September</i> <i>-Filed legal complaint against FCC fee hike for 2021/2022</i> <i>-Hosted training on new political ad disclosure rules for AZ</i> <i>-Met with AZ's 11 members of Congress to talk 4 broadcast issues</i>

6. Chris Kline reviewed a list of new ABA projects to discuss with the board
 - A. OTA TV and local radio marketing campaign (50K investment in Q4 or early 2022)
 - i. The board approved this expenditure
 - B. ABA Hall of Fame and Newcomer Award nominees for 2021
 - i. The board approved the selection for 2021
 - C. January/February 2022 Future and Awards Lunch possibility
 - i. The board approved moving forward with an in-person event in Q1 2022
 - D. 2022 Exec Committee slot + 2022 Board Members
 - i. Chris Kline asked for volunteers to consider stepping into an exec committee slot for 2022
 - E. 2022 Member Dues: Extend current 25% cut to 2022?
 - i. The board approved keeping the one-time discount in place for 2022 because of COVID
 - F. Scholarship dollars to members who want to attend NAB Show/Radio Show in October
 - i. The board decided to invest these dollars in other projects for now
 - G. Recruitment
 - i. The board had an open-ended discussion about recruitment challenges in the industry and different solutions that the ABA may want to support in the future. No decisions were made.

7. The meeting was adjourned at 12:05pm.