



Board Meeting Minutes
Thursday, October 21, 2021, 11:15a-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 11:10am
2. The July 2021 meeting minutes were reviewed and approved.
3. Chris Kline conducted an ABA Financial Review for the board. The current P&L and balance sheet was reviewed
4. Chris Kline reviewed the 2022 revenue goals and progress
5. Chris Kline reviewed the 2022 spending priorities and the board affirmed this efforts:
 - A. Arizona TV/radio marketing campaign – increased budget of \$200,000
 - B. Paid internships and recruitment – budget of \$150,000
 - C. Legal support, lobbying and advocacy – budget of \$100,000
 - D. Consumer research update – budget of \$40,000
 - E. Staff training and live events – budget of \$25,000
 - F. FCC license inspections and compliance check – budget of \$25,000
6. Chris Kline opened up a board discussion about new projects for group discussion:
 - A. REVISIT: 2022 Future and Awards Lunch possibility
 - B. REVISIT: Tactics to find more station account executives
 - C. NEW: UA Futures program in November
 - D. NEW: Partnership with Clean Elections for political debates in fall 2022
 - E. NEW: Phoenix South Mountain tower site RF study amendment
7. The meeting was adjourned at 12:02pm.