



TO: Officers, Directors and Members of the Arizona Broadcasters Association

FROM: Art Brooks, President

DATE: March 24, 2008

RE: Minutes of March 11, 2008 ABA Board Meeting, Phoenix

Officers: * Chairman John Misner, KPNX-TV, Phoenix
* Vice-Chairman Erik Hellum, KTAR/KMVP/KPKX-FM
Sec/Treas Gary Nielsen, KVOA-TV, Tucson
* Immediate Past Chairman, Steve Groesbeck, Lotus Broadcasting, Tucson

Directors:
* Rich Howe, KAZ-TV, Prescott-Phoenix
Mary McEvilly, Univision Radio, Phoenix
* Blaine Kimball, KMOG, Payson
Steve Johnson, KDJI / KZUA / KRIM / KSNX / KVWM / KVSL, Show Low
* Ken Kowalcek, Citadel Broadcasting, Tucson
Araceli De Leon, Telemundo, Tucson-Phoenix

Staff: * President & CEO Art Brooks
Executive Assistant Jennifer Latko
(* Denotes attendance)

Board Chairman, John Misner, KPNX-TV, Phoenix called the second ABA board meeting for 2008 to order at 11:10 AM at the ABA office in Phoenix.

First on the agenda was approval of minutes from the January 31, 2008 meeting in Phoenix. They were approved as submitted.

Next was the treasurers' report, which included the financial report for the month of February, 2008. The report was accepted as presented.

Next on the agenda was an update on the condition of Jane Bergamo surviving wife of Ron Bergamo who was killed in an automobile accident January 6. She's at home and undergoing physical therapy but with improving health. The public Memorial Service is now scheduled for Friday, May 2 at 2:00 at the North Phoenix Baptist Church. The ABA sponsored a table for \$2,000 at a memorial event March 14 at US Airways Center. The ABA is moving forward with its plans for a memorial at the new Cronkite School building in downtown Phoenix to honor Ron. There was discussion on the 2008 slate of Hall of Fame honorees and a tribute to Ron that was tabled and set for final discussion at the May board meeting in Tucson.

Next on the agenda was the second membership report for 2008. There are 130 radio members (111 in last report), 32 television members (21 last report) and 24 associate members (21 last report). Also on the membership agenda was a report on upcoming seminars offered to ABA members. On March 18-19 there are two seminars conducted by Paul Weyland on "Selling in a Down Economy". There is also a broadcast production & copywriting seminar featuring Dan O'Day in partnership with the AAF of Metro Phoenix on April 10. There are two career fairs set-up for our members on March 27 in Tucson and April 3 in Phoenix area.

On the subject of DTV transition the ABA is sponsoring a DTV Day at the Arizona State legislature Monday, April 7. The NAB DTV "trekker" will make its way to Phoenix for this special and unique exhibit to experience DTV first-hand and hand-out information packets for each state legislator. Greg Giczi, KAET-TV, Phoenix, has offered his station studio and phone bank for future consumer call-in opportunities to answer questions about the transition. Chairman John Misner also proposed an ABA road show and an Op-Ed piece to Arizona newspapers addressing what options are available for consumers. Sen. John McCain has also proposed an Op-Ed piece regarding the block of spectrum being assigned to help local first responders after the transition. There was a copy of a recent DTV story in the Kingman Daily Miner which ABA President Brooks helped with.

Next on the agenda was discussion about the Crystal Darkness project. This is a very special education program on the Meth Drug Crisis in Arizona. ABA President Brooks is chairman of the steering committee for this one-time high profile event. The event is a simulcast by all English language TV stations in Arizona on April 15 from 6:30-7:00 PM and 5:00 – 5:30 PM for all Spanish language TV stations of the Crystal Darkness video. A call center will be set-up to receive calls statewide regarding questions and requests for help. There is also a radio component that will have a feed of the program audio from flagship station KTAR using Skyview satellite. There are other options for radio being discussed as well including an hour-long program following the Crystal Darkness broadcast on how the Arizona project came into being to be fed to all radio stations.

Next was a report on the Arizona Broadcasters Association Foundation, Inc. The February, 2008 financial report was approved as submitted. Also discussed was a final proposal from Barclay Marketing & PR for the new marketing approach for fund raising. It was approved by the board to retain the services of Barclay at \$3,000 per month to assist the ABA and the ABA Foundation in a new marketing and PR approach. ABA President Brooks and Chairman Misner will meet with Mary O-Hanlon of Barclay Communications soon to cover the launch of this new partnership. The 5th Annual Pep Cooney Memorial Golf Classic will be April 28 at Talking Stick Golf Club in Scottsdale. The board agreed to help with presenting sponsorships to possible sponsors and helping to hit 100 golfers for the event. The 19th Annual ABA Foundation Hall of Fame dinner will be Thursday, October 16, 2008.

Next was the legislative report. 1) First was the current list of all legislative issues that could come before Congress this session. 2) Next was a report from the NAB/NASBA State leadership Conference in Washington, DC February 22-29. The ABA was represented by President Brooks, Chairman John Misner, Vice-Chairman Erik Hellum and board member Rich Howe. The NASBA semi-annual meeting, EAS Summit IV, NAB State Leadership Conference and our own personal calls on the Arizona Congressional delegation were conducted over that week. 3) The NAB PR campaign on DTV was the next report. In conjunction with the on-air campaign was a report that the ABA will have a DTV Day at the AZ State Legislature Monday, April 7. The day will feature the NAB DTV "Trekker" van that resembles a TV set complete with 24' rabbit ear antenna. This will educate all state legislators on the transition and the importance in getting the information to analog over-the-air viewers. 4) The last legislative report was about the ruling that bans cameras in the court room and the challenge to that decision by KPNX-TV news. The ABA has agreed to support a resolution by the First Amendment Coalition of Arizona in support of the KPNX-TV action.

The next agenda item was Public Education Programs (NCSA) for 2008. The Arizona Army National Guard is renewed for \$178,500; the U.S. Coast Guard is renewed for \$12,500. NASBA now has a company in Washington, DC – The Fritts Group – to assist in obtaining future national PEP/NCSA sponsors.

Under old/new business was the 2008 meeting schedule. A few schedule changes were requested and the schedule will be updated accordingly.

The meeting was adjourned at 1:30 PM.

The next meeting will be Wednesday, May 14 in Tucson.

Submitted by Art Brooks, President & CEO
3-24-08