



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

FROM: Art Brooks, President

DATE: May 16, 2008

RE: Minutes of May 14, 2008 ABA Board Meeting, Tucson

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  
(by phone) 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 third ABA board meeting for 2008 to order at 11:10 AM at the Citadel Broadcasting in Tucson.

First on the agenda was a discussion about Erik Hellum's tenure on the board as he is no longer with Bonneville Communications Radio Group. Our legal advisor, Tom Chauncey, clarified that he may remain on the board in his elected capacity due to the fact that he is still working in Arizona but may not be re-elected unless his new company owns Arizona radio stations by that time. The board accepted the recommendation allowing Hellum to remain on the board through December.

Next was approval of minutes from the March 11, 2008 meeting in Phoenix. They were approved as submitted.

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

Next on the agenda was discussion on the 2008 Hall of Fame inductees. It was decided to induct Preston Westmoreland, Betty Waters, Jim Arnold, Gary Steven Woodworth and Ron Bergamo. Although a larger than usual class it was discussed that it is worthy to add Ron Bergamo under the tragic circumstance of his death in January and the fact that he was one of the Hall Of Fame founders. The Hall of Fame dinner is Thursday, October 16 at the Marriott Buttes Resort in Tempe. The ABA is also moving forward with its plans for a memorial at the new Cronkite School building in downtown Phoenix to honor Ron.

Next on the agenda was continuing discussion on the ABA strategic plan. The logo contest is undergoing a legal review by our General Counsel, Tom Chauncey, and the board would like to see it launched within the next month or so. Our new Marketing/PR firm, Barclay Communications, is beginning to compile marketing and fund-raising materials for the ABA Foundation and material to better explain the work and charge of the ABA to the general public and member stations. Art Brooks is also working with a consultant discussing how best to improve our ability to use donated inventory from member stations for NCSA/PEP sponsors. These topics will be discussed in more depth at the fall board retreat September 12-14 at a location to be announced located in the White Mountains.

Next on the agenda was the third membership report for 2008. There are 136 radio members (130 in last report), 33 television members (32 last report) and 27 associate members (24 last report). There may be a discussion and decision made at the fall board retreat regarding Associate Membership and how to add more station vendors to that list of membership. The board is considering increasing the dues for associate membership from \$300-\$350 in 2009 and also adding a new tier at \$500 which may include advertising on our web site or flash pages for associate members. There will be much more on this discussed at the fall board retreat. There was a report on the success of the Paul Weyland and Dan O'Day seminars and the Career Fair for the Phoenix metro area. There will be a career fair set-up for our members in Tucson in the fall.

On the subject of DTV transition the ABA is sponsored a DTV Day at the Arizona State legislature Monday, April 7. The NAB DTV "trekker" made its way to Phoenix for this special and unique exhibit that allowed legislators and staff to experience DTV first-hand. It was decided that ABA President Brooks would write a DTV OP-ED piece for distribution to all Arizona newspapers discussing the Myths & Facts of the transition and jump start the speakers' bureau as well. 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.

Next on the agenda was discussion about the Crystal Darkness project broadcast April 15. This very special education program on the Meth Drug Crisis in Arizona was simulcast by all English language TV stations in Arizona from 6:30-7:00 PM and 5:00 – 5:30 PM for all Spanish language TV stations. There was also a radio component that fed the program audio from flagship station KTAR using Skyview satellite. Also for radio was an hour-long program following the Crystal Darkness broadcast on how the Arizona project came into being and was fed to all radio stations statewide.

Next was a report on the Arizona Broadcasters Association Foundation, Inc. The April, 2008 financial report was approved as submitted. As already mentioned above Barclay Marketing & PR is developing a new marketing approach for fund raising. The 5<sup>th</sup> Annual Pep Cooney Memorial Golf Classic was April 28 at Talking Stick Golf Club in Scottsdale. The tournament netted over \$14,000 for the ABA Foundation and Cooney Foundation. The 19<sup>th</sup> Annual ABA Foundation Hall of Fame dinner will be Thursday, October 16, 2008 to honor the names listed above in these minutes. Along with the Hall of Fame inductees will be the first Jack Clifford Excellence in Broadcast Education Award.

Next was the legislative report. 1) First was the current list of all legislative issues that could come before Congress this session. 2) A list of the filings at the FCC by the ABA was issued to the board 3) There was a report on the recent ABA filing on the FCC localism proceeding as well as a filing in opposition to the FCC changes to form 355. 4) Next was a report on the Florida legislative plan to resurrect the advertising tax to pay for education. We will be watching this closely as we do not want to see this kind of idea in Arizona in dealing with the budget short-fall. 5) 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 the KPNX-TV challenge with a letter of support of the KPNX-TV legal action at the Arizona Supreme Court.

The next agenda item was Public Education Programs (NCSA) for 2008. The Arizona Army National Guard is renewed for \$178,250; 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. The board agreed to September 12-14 as the annual board retreat to be held in the White Mountains area at a location to be named.

The meeting was adjourned at 1:10 PM.

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Submitted by Art Brooks, President & CEO  
5-16-08