



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

FROM: Art Brooks, President / CEO

DATE: December 12, 2011

RE: Minutes of December 8, 2011 Board meeting, ABA, Phoenix

Officers: \* Chairman - Scott Sutherland, Bonneville, Phoenix  
\* Vice-Chairman - Blaine Kimball, KMOG, Payson  
\* Sec/Treas - Ed Munson, KPHO-TV, Phoenix  
\* Immediate Past Chairwoman - Araceli De Leon, Telemundo, Tucson-Phoenix

Directors:  
\* Rich Howe, KAZT-TV, Prescott-Phoenix  
\* Julie Brinks, Journal Radio & TV Group, Tucson  
\* Ken Kowalcek, Citadel Broadcasting, Tucson  
\* Michael Mallace, Sierra H Broadcasting, Phoenix  
\* Nick Nicholson, KTVK-TV/KASW-TV, Phoenix  
\* Stan Pierce, Grenax Broadcasting, Flagstaff

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

Board Chairman Scott Sutherland, Bonneville, Phoenix, called the final ABA board meeting for 2011 to order at 11:00 AM. A welcome was made to all board members.

Next was approval of minutes from the August 13, 2011 board meeting. They were approved as submitted.

Next was the treasurers' report featuring the financial report for November, 2011. The report was approved as submitted. Staff evaluations were discussed by the board with final decisions being made in January once the year-end financials are finished. There was also discussion referring to the financial report that we should let all South Mountain users know how much the ABA has covered in legal fees on their behalf this year. So far, that amount is in excess of \$25,000. This pertains to the current negotiations with the city of Phoenix on the new agreement to take place July 1, 2012. There was also discussion on the ABA Foundation to/from budget line that prompted discussion of whether there's another way to show the Foundation financials within the ABA financial report since we have closed the Foundation checking account. This will be discussed with our accounting firm and will report the results at the January board meeting.

Next on the agenda was the final membership report for 2011. There are 154 radio members representing 48 companies (148/47 at last report), 30 television members representing 17 companies (30/17 at last report) and 37 associate members (37 at last report). Also in the membership report was an update on the 2011 edition of LocalBroadcastSales.com (LBS) on-demand sales education system for our member radio & TV stations. The report shows that 184 users are making use of the system to date (176 at last report). A proposal from LBS for 2012 was approved and it was suggested there be a sub-committee to study other seminar possibilities for 2012. A proposal from PI Selling was denied for 2012. Next was a report that there will be a Political conference call seminar with attorney Dawn Sciarrino, Sciarrino & Shubert, and Ann Bobeck, NAB December 9. Next was an update on the ABIP program with 16 stations being inspected and passed this year. There was also a report that the on the Tucson Fall Career Fair, September 1 at Pima Community College with 107 job seekers taking part. There was a report that the ABA Facebook page has 121 followers.

Next was a report of the ABA Foundation. The November financial report was approved as submitted. The 22<sup>nd</sup> annual Hall of Fame luncheon was Thursday, October 13 at Talking Stick Resort in Scottsdale. We had 283 reservations with 245 actual attendees. The net profit for the ABA Foundation was \$19,600.73. Next was a preliminary report on the 2012 ABA Foundation AZ AMBER Alert Golf Classic. Planning is going well with a key sponsor already sold to Casino Arizona for \$5,000. The tournament is set for May 4 at the Legacy Golf Club with other details pending at this point as the committee continues to work them out and will report in January.

Next under the ABA Foundation report was a list of scholarship recipients for the 2011-12 academic year. The ABA increased funding at NAU School of Communications from \$3,000 to \$4,000 funding three students. The scholarship funding at the ASU Cronkite School was increased from \$6,000 to \$10,000 funding six students. The ABA Foundation also funded the Summer High School Broadcast Institute at ASU for \$10,500. There was a proposal from the NABEF to join other states in funding \$5,000 for an Arizona student to attend a semester internship in Washington, DC at the new NAB news center program. The board chose to not fund this at this time and look at using developing another unique scholarship in Tucson and Phoenix at the business schools for marketing & advertising. This concluded the ABA Foundation report.

Next was the legislative report listing of all issue papers of importance to all broadcasters in Arizona. The first issue was regarding TV Spectrum with a document explaining the latest legislation sponsored by Rep. Greg Walden. This bill at least is TV friendly but it will take time to see how far it goes. There was a report on the National EAS test broadcast November 9. Arizona broadcasters performed very well as the test went statewide and for the most part was also successful nationally. All legislative updates can be found at [www.azbroadcasters.org](http://www.azbroadcasters.org).

Next was an update on 2011 NCSA/Public Education Program campaigns for the ABA. The Arizona National Guard is on the air this year at \$178,250 and has been renewed for 2012 at the same rate; the U.S. Coast Guard at \$25,000 also renewed for 2012 and the ADOT campaign for AZ Amber Alert & the 5-1-1 network has been renewed for \$150,000 in 2012. All participating stations need to know how grateful we are to all of our members that air the campaigns with the generous donation of quality air time. These funds help maintain lower dues levels and help us provide important member services such as the LocalBroadcastSaels.com on-demand sales training and the ABIP program.

Next was a report on negotiations continuing with South Mountain transmitter & tower site users and the City of Phoenix as all agreements end in June 30, 2012. All legal fees so far have been paid by the ABA from revenues raised by station membership dues and a presentation is being built for the ABA by the Artigue Group showing the strengths of free local broadcasting. All South Mountain users are updated constantly through this process. All South Mountain stations are encouraged to meet, greet and work with all city staff including the Mayor, City Manager, City Council members and City Parks Department Board members and staff giving them information of who we are as free over-the-air broadcasters serving local communities with information and emergency notifications.

Next was the review of the strategic plan for the ABA. The top three goals for 2012 are: Advocate Government on all pertinent issues; Educate members and create markets for products and services of local broadcasters through a creative on-air campaign, trade show exhibits and targeting group discussions. Discussion of a possible on-air campaign from the Virginia Association of Broadcasters was tabled until January as was discussion of adding a new employee.

Without any further old or new business this final regular business meeting was adjourned at 1:25 PM.

---

Submitted by Art Brooks, President & CEO  
12-12-11