



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

FROM: Art Brooks, President / CEO

DATE: January 28, 2010

RE: Minutes of January 28, 2010 Board meeting, Phoenix

Officers: * Chair Araceli De Leon, Telemundo, Tucson-Phoenix
Vice-Chair Blaine Kimball, KMOG, Payson
* Sec/Treas Scott Sutherland, Bonneville, Phoenix
* Immediate Past Chairman – John Misner, KPNX-TV, Phoenix

Directors:

* Rich Howe, KAZT-TV, Prescott-Phoenix
* Julie Brinks, Journal Radio & TV Group, Tucson
* Ken Kowalcek, Citadel Broadcasting, Tucson
* Ed Munson, KPHO-TV, Phoenix
* Shaun Holly, Guyann Broadcasting, Flagstaff-Prescott
* Michael Mallace, Sierra H Broadcasting, Phoenix

Staff: * President & CEO Art Brooks
Executive Assistant Jennifer Latko

(* Denotes attendance)

Board Chair, Araceli De Leon, Telemundo, Phoenix-Tucson, called the first ABA board meeting for 2010 to order at 11:10 AM at the ABA headquarters in Phoenix. A welcome and introduction was made for new board members, Julie Brinks & Ed Munson and guests, Sandra Turner, CPA and Ray Artigue, Barclay Communications.

Next was approval of minutes from the November 20, 2010 board meeting at the annual board and business meeting. At Bonneville Broadcasting in Phoenix. They were approved as submitted.

Next was the treasurers' report. Sandra Turner, CPA, presented to the board her findings in the 2009 review of the Arizona Broadcasters Association & Arizona Broadcasters Association Foundation finances. The report showed no irregularities within these organizations. The report was accepted and approved by the board. This review also had the board's approval of the December, 2009 financial report for the ABA and ABA Foundation. Next was presentation of the final 2010 budget which was accepted as presented. Next under the Treasurers report was a proposal from CoBiz Insurance Company for Director's & Officer's board insurance. The board agreed to accept the D & O proposal at \$2,360 for the annual premium.

Next on the agenda was the first membership report for 2010. There are 100 radio members representing 30 companies (96/31 last year at this time), 25 television members representing 15 companies (21/14 last year at this time) and 25 associate members (same as last year at this time). The report reflects 104% retention of radio members from 2009 at this time, 119% retention of TV members from 2009 at this time and 100% in Associate members from 2009 at this time. As for dollar value of membership radio is down \$94 from this time in 2009 while TV is down \$4,061 from this time last year.

Also in the membership report was a report on the LocalBroadcastSales.com (LBS) system for on-demand sales education system for our member radio & TV stations. The report shows that 169 individuals have accessed the system to date. There are features for management tracking to use among the sales staff and even possible testing for station use. The entire LBS system can be checked out and accessed at www.azbroadcasters.org. Also regarding additional station sales seminars the board decided not to approve any additional in-person seminars at this time. Also rejected was a proposal to an industry advertising weekly newsletter.

There was a report on Career Fairs are now being planned for our member stations with the Broadcast Career Fair planned for April 7 at Scottsdale, Community College, A fall Career Fair being planned in Tucson TBD and a possible summer Career Fair possibly planned for Flagstaff. That particular Career Fair needs to have a sufficient participation commitment level before it can be scheduled. There will be another survey upcoming. It was also mentioned that the ABA continues to work with Pima CC on the SBE Broadcast Engineering program.

Also, part of the membership report was a report by the president of an upcoming event to bring new statistics and education to the general public regarding the serious nature of the Food & Hunger crisis in Arizona. President Brooks has met with key public figures including Jerry Colangelo who will be promoting this project hopefully through Arizona radio and television stations beginning with the Phoenix Metro-area this Spring.

Next were the agenda items for the Arizona Broadcasters Association Foundation, Inc. The December, 2009 financial report was approved as submitted as a part of the CPA accounting review. The board also approved the 2010 budget as submitted. Next on the Foundation agenda was a report by Ray Artigue, President, Barclay Communications on the subjects of fund-raising for the Foundation. Mr. Artigue noted the great need for increased donations to the Foundation in 2010 and presented a "Situational Analysis", "Campaign Objectives: Timeline", "Giving Methodology", "Communications Programming" and a "Summary". All of this report focuses on helping the Foundation raise Five Million Dollars over the next three years by instituting a so-called "Heritage Hall" made up of prominent Hall of Fame members to act as an advisory committee to help formulate a list of potential donors along with an action plan. The Foundation magazine "INFORMER" will become a more powerful tool in the act of fund-raising as well. It was also discussed that member radio and television stations be encouraged to leverage their relationship with vendors for possible donations to the Foundation. Mr. Artigue also gave a report about the Arizona Broadcasters Association Celebrity Golf Classic scheduled for May 3, 2010 at the Legacy Golf Resort. Radio & TV stations are encouraged to accentuate the value of on-air personalities at the golf tournament along with live remotes and on-air campaign inviting the general public. It was then decided that the 21st ABA Foundation Hall of Fame event be held at Montelucia Resort, shooting for the end of October and the call for Hall of Fame nominations take place in the coming month.

Next was the legislative report. **1)** A listing of year-to-date filings by the ABA on behalf of all radio and television stations in Arizona was on issues of importance at the FCC and Congress was covered **2)** Next was discussion referring to the idea by the FCC to reallocate parts of television spectrum. The ABA has already filed comments in two different areas of this discussion offering opposition to any reallocation of TV spectrum **3)** Next for discussion was the bill in Congress proposing a "performance tax" on radio stations. The ABA is helping our member radio stations with the information and tools they need to communicate with the Arizona House Delegation in an attempt to gain their support to defeat this legislation. As of this date there are two members of the Arizona Congressional delegation, Rep. Mitchell and Rep. Kirkpatrick joining the total 254 House Members co-sponsoring the resolution against this legislation **4)** Next was discussion and update on the SHIVERA as Congress prepares for final passage of this bill. The ABA will be sending a contingent of 4 to the NAB State Leadership Conference in early March.. They will join President Brooks in Washington, DC for calls on the Arizona Congressional delegation to discuss all of the issues of the day in person. The board also requested that we strive for as many in-district meetings we can get. We'll be keeping all members up to date on these and other legislative issues as they arise and all legislative updates can be found at www.azbroadcasters.org.

The next agenda item was Public Education Programs (NCSA) for 2010. The Arizona Army National Guard is funded for \$178,250 in 2010. There are several other possibilities now being discussed and there is the possibility of a national campaign through the firm retained by NASBA to promote to potential national sponsors.

Next was a brief report given on the 2009 and 2010 AZ Amber Alert activations which resulted in safe recovery of the children. The ABA on behalf of the board of directors and the Arizona Amber Alert Oversight Committee issued a letter and certificate of commendation and gratitude to Phoenix PD Officer Mike Burns for his insightful police work that led to the safe return of the child and arrest of the suspect on Christmas Day, 2009. The National Amber Alert Symposium will be held in Phoenix November 16-18.

The NASBA NAB EAS Summit for 2010 was also discussed as it will take place March 1 in Washington, DC.

Next on the agenda was the Alternative Broadcast Inspection Program as 2010 is a major inspection year with the majority of Arizona stations up for their 3-year renewal. As the ABIP program is a member benefit it was also decided for a rate increase for non-ABA member stations that may wish to enter the ABIP program.

Under old/new business was an update on the South Mountain Engineering Study, 2010 Census, April 15 Arizona Interfaith Movement Golden Rule Awards Dinner and tribute to the Crystal Darkness program on it's two-year anniversary and approval of the 2010 meeting schedule.

The board meeting was adjourned at 1:30 PM. The next meeting is scheduled for Thursday, March 25th at the ABA Office.