



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

FROM: Art Brooks, President / CEO

DATE: January 20, 2011

RE: Minutes of January 20, 2011 Board meeting, ABA conference room, 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
* Shaun Holly, Guyann Broadcasting, Flagstaff-Prescott
* Nick Nicholson, KTVK-TV/KASW-TV, Phoenix

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

Board Chairman Scott Sutherland, Bonneville, Phoenix, called the first ABA board meeting for 2011 to order at 11:10 AM. A welcome was made to all board members and in particular new board member Nick Nicholson, KTVK-TV/KASW-TV, Phoenix.

President Art Brooks then introduced Sandra Turner, CPA for the ABA & ABA Foundation to give the 2010 annual financial review. Sufficient time was spent going through the combined and separate financial statements for the two associations with full explanations of the review process and conclusions. Each board member received a copy of the review for 2010 with a comparison to 2009 and Sandra was thanked for her service to the ABA in her professional capacity.

Next was approval of minutes from the December 2, 2010 board meeting. They were approved as submitted.

Next was the treasurers' report featuring the financial report for December, 2010. Having just gone through every detail of the financial report during Sandra Turner's annual review the report was accepted and approved by the board as submitted. Comments from the financial report including a discussion of the lease on the ABA office space resulting in a motion that the president re-negotiate as soon as possible with building management to bring our lease into perspective in light of the economic downturn and lower lease amounts since our lease was established in 2005. There was also discussion of the ABA NCSA/PEP campaign revenues for 2011 which are substantially higher than 2010. The discussion was that the ABA should continue to underwrite the legal fees for the South Mountain transmitter & tower site negotiations that are now going with the city of Phoenix Park Department through our General Counsel, Tom Chauncey II of Gust Rosenfeld Law Firm. The board also approved the D & O insurance premium for 2011 & 2012.

Next on the agenda was the first membership report for 2011. There are 90 radio members representing 27 companies, 16 television members representing 11 companies and 24 associate members.

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 113 individuals have accessed the system to date. The board also suggested the LBS system needs a “how to webinar” for management to access and we will work with LBS on that feature. Next was a report on the Alternative Broadcast Inspection Program (ABIP) showing all of the stations that were inspected last year and those that are due for 2011. Another Membership item discussed was the new partnership with the Arizona Capitol Times for this year. The ABA will be using the AZ Capitol Times for timely announcements with inserts into the paper as well as working together on 3 or 4 town hall meetings at strategic locations in the state on issues of the day. These will be great opportunities for local broadcaster ABA members to join in by inviting the general public and being a part of the town hall meetings increasing their own visibility within the community. There was also a report on the Career Fair scheduled for Thursday, April 7 at Scottsdale Community College.

Next on the agenda was the ABA Foundation report and update. A conflict of interest policy statement was signed by each board member for 2011. The December financial statement was approved as submitted. Next was a discussion about the very existence of the Foundation and its value. There will be a total review of the Foundation at the summer board retreat. Another item discussed under the Foundation report was whether or not to consider an increase in scholarships that are awarded to the ASU Cronkite School and NAU School of Communications. The president will have a revenue forecast detail for the March board meeting to assist in this decision. The next issue of the INFORMER magazine is now going to print for a mid-February release thanks to the great work of Barclay Communications our marketing & public relations firm. It was announced that the back page sponsorship has been purchased by the Arizona Capitol Times publication. The ABA AZ Amber Alert Golf Classic will be Friday, April 29 at the Raven Golf Club at South Mountain supporting the ABA Foundation which is the only fund-raising mechanism in the state for AZ Amber Alert and all of our scholarships and broadcast institutes for high school students. The pricing schedule for the tournament was also discussed and was approved and it was noted that a proposal for the \$10,000 presenting sponsorship has been made. Regarding the other main fund-raiser for the Foundation, the 22nd ABA Hall of Fame luncheon, the board suggested that the 2011 Hall of Fame Awards luncheon return to the Talking Stick Resort in October.

Next was the legislative report listing of all issue papers of importance to all broadcasters in Arizona. Before speaking of the issues there was a report from the president on the meetings with the three new Members of Congress from Arizona in December at the ABA offices. Representatives’ Paul Gosar, David Schwiebert and Ben Quayle met with ABA President Brooks and board members. They each received a packet explaining who the ABA is and our history, a membership list and a preview of the issues. We heard from each of them about their own issues of importance. Next was an article about the media’s handling of accusations after the Tucson shooting January 8 that included a quote from the ASU Cronkite School’s Tim McGuire. The ABA staff and board of directors have sent a message of support and healing for Congresswoman Gabrielle Gifford’s to her and her staff.

The following FCC & Congressional issues were discussed: **1) Radio Performance Tax; 2) Ensuring Efficient Spectrum Management and 3) Retransmission Consent legislation.** There was a full update on each of these issues as we watch the new Congress. There was discussion on the new LPFM licensing procedures from the FCC and advertising & the Medical Marijuana issue. Several members of the ABA board will join together at the 2011 NAB State leadership Conference in Washington, DC which will include two days of visits to the Arizona Congressional delegation. President Brooks will also attend the National Alliance of State Broadcasters Association (NASBA) meetings just prior to the state leadership conference. We will continue to strive for as many in-district meetings we can get with the Arizona Congressional delegation through the year. 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.

Next was an update on 2011 NCSA/Public Education Program campaigns for the ABA. The Arizona National Guard has renewed for this year at \$178,250 as has the U.S. Coast Guard at \$25,000. In addition the new NCSA/PEP campaigns include ADOT for AZ Amber Alert that was launched November 1 providing \$160,000 of funding to the ABA and another new campaign with the State Bar of Arizona for \$25,000 which is also now on the air. Please 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 LocalBroadcastSales.com on-demand sales training and the ABIP program.

Next regarding EAS the ABA is was announced that there is now a Facebook page for AZ Amber Alert. This is a national effort for all states through the Department of Justice and National Center of Missing and Exploited Children in partnership with Facebook. There is a major live webinar for the latest on the CAP compliance of the EAS system on Thursday, February 3. An e-mail with instructions on how to access and time will be sent to all member radio and television stations and engineers.

Next was a briefing on the now underway South Mountain transmitter & tower site negotiation with the City of Phoenix as all agreements end in July, 2012. 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.

Without any other old or new business the board meeting was adjourned at 1:25 PM. The next meeting will be March, 24, 2011 at the ABA conference room, Phoenix.

Submitted by Art Brooks, President & CEO

1-24-10