



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

FROM: Art Brooks, President / CEO

DATE: March 26, 2010

RE: Minutes of March 25, 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 second ABA board meeting for 2010 to order at 11:05 AM at the ABA headquarters in Phoenix. A welcome was made to Ray Artigue, Barclay Communications.

Next was approval of minutes from the January 28, 2010 board meeting. They were approved as submitted.

Next was the treasurers' report featuring the financial report for February, 2010. The report was accepted and approved by the board. The 2009 IRS Form 990 filing was also reviewed and accepted by the board.

Next on the agenda was the second membership report for 2010. There are 132 radio members representing 42 companies (112/37 last report), 27 television members representing 16 companies (25/16 last report) and 27 associate members (26 last report). The report reflects an increase of radio & TV members as well as an increase in Associate members from 2009 at this time.

Also in the membership report was a report on the progress of the Arizona Hunger Campaign. The Arizona Hunger Campaign is designed to end hunger in our communities. Broadcasters are encouraged to take part by covering the launch of this community campaign Saturday, May 1 at U.S. Airways Center in downtown Phoenix. Ray Artigue announced that Barclay Communications is coming into the Arizona Hunger Campaign with its Marketing & Public Relations expertise.

Also in the membership report was an update on the LocalBroadcastSales.com (LBS) system for on-demand sales education system for our member radio & TV stations. The report shows that 176 individuals have accessed the system to date (169 at last report). 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.

It was also announced that the ABA has entered into a partnership with the RAB for promotion of its "ACCOUNT MANAGER" system. This is a powerful and affordable solution to account management that is now available to all of our member stations at just \$50/month (for up to 5 sellers) and \$5.00 per month per user for any additional users.

There was a report on Career Fairs now planned for our member stations with the Spring Broadcast Career Fair planned for April 7 in Scottsdale, at Scottsdale Community College and the Fall Career Fair planned in Tucson November 10 at Pima Community College. It was also mentioned that the ABA continues to work with Pima CC on the SBE Broadcast Engineering program.

Next were the agenda items for the Arizona Broadcasters Association Foundation, Inc. The February, 2010 financial report was approved as submitted. The board also approved 2009 IRS Form 990 filing 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 report focusing 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.

Also in ABA Foundation business was an update on the Arizona Broadcasters Association Celebrity Golf Classic scheduled for May 3, 2010 at the Legacy Golf Resort. There are now 49 golfers signed-up and the final push is now beginning. 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 the new Talking Stick Resort, October 14 and the call for Hall of Fame nominations take place in the coming month.

Also in Foundation business scholarship winners were announced for the NAU School of Communications for 2010-11. Scholarship interviews are being scheduled at the ASU Cronkite School of Journalism and Mass Communications for April 16.

Next was the legislative report. **1)** A report on the Washington, DC NASBA & NAB State Leadership Conferences and visits with the Arizona Congressional delegation members. **2)** Listing of all issue papers of importance to all broadcasters in Arizona. **3)** Next was a report on the March 23 briefing with NAB CEO Gordon Smith held at KPHO-TV in Phoenix. This was our first opportunity to meet the new NAB CEO in our state. It was very informative to hear from Smith's background as U.S. Senator on all of the issues of the day affecting our industry. There was great insight on all issues and how the NAB and ABA relationship is strengthened by working closely together. **4)** 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 **5)** 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 three Members of the Arizona Congressional delegation, Rep. Mitchell, Rep. Kirkpatrick and Rep. Giffords joining the total 260 House Members co-sponsoring the resolution against this legislation **6)** Next was discussion and update on the SHIVERA as Congress has finally extended this Act for 5 years. **7)** The NABPAC was then discussed encouraging all board members to become personal donors to this all-important part of the NAB in its effort to strengthen its role as the head of our advocacy effort with Congress. 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 \$178,500 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 2010 AZ Amber Alert activations which resulted in safe recovery of the children. To date there have been 66 AZ Amber Alert activation with no loss of life. The National Amber Alert Symposium will be held in Phoenix November 16-18. There was a report on the 2010 EAS Summit in Washington, DC sponsored by NASBA & NAB and notice that the ABA has filed comments on the EAS NPRM at the FCC.

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. It was reported that 92 stations have signed up for the ABIP program so far this year.

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. For table and ticket information contact the ABA office.

The board meeting was adjourned at 1:30 PM. The next meeting will be in mid-May in Tucson.

Submitted by Art Brooks, President & CEO
3-26-10