



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

FROM: Art Brooks, President / CEO

DATE: March 25, 2011

RE: Minutes of March 24, 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
* 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 second ABA board meeting for 2011 to order at 11:05 AM. A welcome was made to all board members. The first order of business was to accept the resignation of Shaun Holly who has accepted a position with Journal Broadcast Group in Tucson. The board accepted the nomination of Stan Pierce, Grenax Broadcasting, Flagstaff to fill out the remaining term of the vacant seat which will make him eligible for the nomination at the annual business meeting for a full two-year term.

President Art Brooks then introduced Elizabeth Bernreuter, ASU Foundation, regarding our renewal letter & discussion on Cronkite School scholarships and high school program for 2011 and beyond. She was very helpful in providing a historical prospective of number of participants at the High School Summer Broadcast Institute funded by the ABA Foundation over the past 5 years. The number of those from in state and out of state; number that applied to ASU and applied to the Cronkite School and those that actually attended Cronkite. This discussion also included a few testimonials of the H.S. Summer Broadcast Institute. Elizabeth also supplied historical data of the ABA Foundation scholarships granted over the past 5 years. The ASU Foundation is asking the ABA to consider increasing our scholarship giving by \$6,000 per year over the next three years while maintaining our annual \$10,500 commitment to the High School Summer Broadcast Institute. After discussion and consideration the board decided to comply with the request with inserting language that the decision is based on positive revenue projections remaining positive for the ABA and the ABA Foundation and although a three year commitment chooses to review annually. Elizabeth was thanked for her time and excellent presentation and information provided to the board.

Next was approval of minutes from the January 20, 2011 board meeting. They were approved as submitted.

Next was the treasurers' report featuring the financial report for February, 2011. The report was approved as submitted. There was an update by the president regarding possible re-negotiation of our office lease that the services of an agent for Lee & Associates has been retained to help with this process which can take until next year to obtain since our lease is not up until the end of 2012. There was also discussion of the ABA NCSA/PEP campaign revenues for 2011 which are substantially higher than 2010.

Next on the agenda was the second membership report for 2011. There are 133 radio members representing 44 companies (90/27 at last report), 30 television members representing 17 companies (16/11 at last report) and 31 associate members (24 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 134 individuals have accessed the system to date (113 at last report). Next was a proposal by Stephen Warley, principle of LocalBroadcastSales.com to conduct a 3-hour seminar to "Jump Start Your Digital Sales" at the board's recommendation before we commit to this proposal we obtain references from the other states where he has done the seminar and try to quantify the results. We will also see who else is on the market providing the information as well. The president will report back on this at the May meeting. Next was a report on the Alternative Broadcast Inspection Program (ABIP) showing all of the stations that that have been inspected and are due to be inspected in 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 2 or 3 town hall meetings at strategic locations in the state on issues of the day. There is a meeting Thursday, March 31 to hopefully discuss timelines and dates. 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. There was also a report on the Arizona Hunger Campaign of which the ABA is a partner. Many statistics were shared both negative and positive as to the condition of the state's hunger situation. Presently one in four children in the state goes to bed hunger-deprived every day. The ABA will continue to let our members know of special opportunities to connect with local food banks to increase awareness and fill the gap.

Next on the agenda was the announcement by the president of an exciting program called – Let's Move! Flash Workout Event which will take place across the nation Tuesday May 3 at designated middle schools in every school district in the 210 TV DMA's. We will be soliciting the involvement of at least one television station and one radio station with each middle school in Arizona that agrees to be involved in this great synchronized national event. Much more to come on this!

Next on the agenda was the ABA Foundation report and update. The February financial statement was approved as submitted. The president reported to the board results of a meeting with Jack Clifford who has promised a \$20,000 donation for this year to the Foundation. There will be a total review of the Foundation at the summer board retreat. The 2011 issue of the INFORMER magazine came out in mid-February and was widely distributed to all broadcasters, state legislators including the Governor's office and all members of Congress thanks to the great work of Barclay Communications our marketing & public relations firm. 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 tournament is without a \$10,000 presenting sponsor at this time and all board members are to seek vendors or corporate partners as potential sponsors as well as getting involved in the tournament themselves. Regarding the other main fund-raiser for the Foundation, the 22nd ABA Hall of Fame luncheon is set for Thursday, October 13 at the Talking Stick Resort.

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 NAB State Leadership Conference, NASBA meetings and Capitol Hill visits with the Arizona Congressional delegation and key staff February 27 – March 4. Joining President Brooks in Washington, DC were Chairman Scott Sutherland, Vice-Chairman Blaine Kimball, Immediate Past Chairwoman Araceli De Leon and Secretary/Treasurer Ed Munson.

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 a brief report on Rep. Greg Walden's call for a Congressional hearing on the TV Spectrum issue, an announcement that Rep. Paul Gosar and Rep. David Schweikert signed onto H.Con. Res. 21 in support of local broadcasters in opposition to the Performers Rights Act. We are still working the other AZ Congressional offices to do the same. 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 & the 5-1-1 network that is now on air 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. The ABA continues to work with the Arizona Department of Emergency Management to figure out how to best upgrade the state EAS system with the new CAP compliance.

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. ABA General Counsel Tom Chauncey and the ABA president will be meeting soon with the City Attorney on the negotiations in progress and will report to the full South Mountain user's group soon.

The next item on the agenda was finalization of the annual board retreat plans at the Hassayampa Inn, Prescott on August 12-13.

Without any other old or new business the board meeting was adjourned at 1:00 PM. The next meeting will be in May at the ABA headquarters with the date to be announced.

Submitted by Art Brooks, President & CEO
3-25-11