



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

FROM: Art Brooks, President / CEO

DATE: May 14, 2010

RE: Minutes of May 13, 2010 Board meeting, KGUN-TV, Tucson

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 third ABA board meeting for 2010 to order at 10:10 AM at KGUN-TV, Tucson. A welcome was made and thanks to Julie Brinks for hosting this meeting.

Next was approval of minutes from the March 25, 2010 board meeting. They were approved as submitted.

Next was the treasurers' report featuring the financial report for April, 2010. The report was accepted and approved by the board.

Next on the agenda was the third membership report for 2010. There are 133 radio members representing 43 companies (132/42 last report), 27 television members representing 16 companies (27/16 last report) and 29 associate members (27 last report). The report reflects an increase of radio members, TV members remained the same as well as an increase in Associate members from 2009 at this time.

Next in the membership report was a notice from NAB that CBS & FOX networks and O&O's have rejoined as members. President Brooks sent the notice to local KSAZ-TV/KUTP-TV in an attempt to restore their membership at ABA. Hopefully it will happen in the near future.

Also in the membership report was a report on the Media/Kick-off event, Thursday May 6 of the Arizona Hunger Campaign at U.S. Airways Center in Phoenix. The Arizona Hunger Campaign is designed to end hunger in our communities. It was well attended by the majority of Metro-Phoenix broadcast media.

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 186 individuals have accessed the system to date (176 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 mentioned that as part of our partnership with the RAB for promotion of its "ACCOUNT MANAGER" system there is a free webinar on the Restaurant business May 20 for our member stations.

There was a report on the Spring Broadcast Career Fair held April 7 at Scottsdale Community College. There were 20 broadcast participants with booths representing 51 radio and television stations. There were also special guest participants with the Arizona Army National Guard, Maricopa Colleges Television/MCTV and the TV/Film Production department. There were 203 job seekers from the community at large during the 4 hour period. The Fall Tucson Broadcasters Career Fair will be in Tucson, November 10 at Pima Community College.

Next were the agenda items for the Arizona Broadcasters Association Foundation, Inc. The April, 2010 financial report was approved as submitted. Also in ABA Foundation business was a report on the Arizona Broadcasters Association Celebrity Golf Classic held May 3, 2010 at the Legacy Golf Resort. There were 16 foursomes/64 golfers that participated and a \$17,381 net profit was made for the Foundation. The board suggest the name of the event be changed to drop celebrity and add Amber Alert and Scholarship to the title which will give clarity to where the money goes. Plus work for more member participation.

Next in Foundation business the final nominations for the 21st ABA Foundation Hall of Fame were discussed and it was decided to elect Joe Garagiola, Ned Foster & Guy Atchley to the 21st Hall of Fame class. The luncheon event will be held at the new Talking Stick Resort, October 14.

Also in Foundation business scholarship winners were announced for the NAU School of Communications as well as the ASU Cronkite School for 2010-11. It was decided to include future scholarship donation amounts on the board retreat agenda.

Next was the legislative report. **1)** Listing of all issue papers from the NAB of importance to all broadcasters in Arizona These include: Ensuring Efficient Spectrum Management; Performance Tax; Retransmission Consent: Keep it Fair and Political Advertising LUC **2)** There was a full update on the Performance Tax issue in Congress. There are 261 co-sponsors of H.R. Res. Con. 49 against the legislation and favoring local free radio including three Members of the Arizona Congressional delegation, Rep. Mitchell, Rep. Kirkpatrick and Rep. Giffords. There are 27 co-sponsors of the Senate counterpart resolution. We are watching very closely the last half of this Congress for any attempt to pass this legislation by adding it to a must-pass bill **3)** Next is was pointed out that after six months of temporary extensions of existing law Congress approved a five-year reauthorization of the Satellite Television Extension and Localism Act (STELA) extending the licenses to December 31, 2014. **4)** The ABA has joined opposition to the Multiple Video Program Distribution (MVPD) petition before the FCC which would undermine retransmission consent rights for local television stations. **5)** The board also requested that we strive for as many in-district meetings we can get with the Arizona Congressional delgation. 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 2010 AZ Amber Alert activations which resulted in safe recovery of the children. To date there have been 68 AZ Amber Alert activations with no loss of life. The National Amber Alert Symposium will be held in Phoenix November 16-18.

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 40 stations still have not signed up for the ABIP program so far this year who will lose their 3-year moratorium protection if not inspected this year.

Under old/new business was an update on the South Mountain Engineering Study, ABA board retreat dates of August 20-21 at the Hilton Sedona Golf Resort.

The board meeting was adjourned at 12:00 PM. The next meeting will be the board retreat August 21 in Sedona.