



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

FROM: Art Brooks, President / CEO

DATE: May 31, 2011

RE: Minutes of May 25, 2011 Board meeting, Bonneville Broadcasting, 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
* Stan Pierce, Grenax Broadcasting, Flagstaff

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

Board Chairman Scott Sutherland, Bonneville, Phoenix, called the third 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 welcome new board member Stan Pierce of Grenax Broadcasting, Flagstaff to his first meeting.

Next was approval of minutes from the March 24, 2011 board meeting. They were approved as submitted.

Next was the treasurers' report featuring the financial report for April, 2011. The report was approved as submitted.

Next on the agenda was the third membership report for 2011. There are 133 radio members representing 44 companies (133/44 at last report), 30 television members representing 17 companies (30/17 at last report) and 36 associate members (31 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 147 individuals have accessed the system to date (134 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". It was decided that we would continue to rely on the LBS system for training at this point.

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. There was also a report on the success of the Spring Career Fair help April 7 at Scottsdale, Community College.

Next within the membership report was discussion and evaluation of Barclay Communications which is retained as the ABA marketing and public relations arm. After lengthy discussion it was decided to table further discussion and decision to continue with the marketing public relations firm and the \$36,000 annual investment at the August 13 board meeting. This will also be the time to review our strategic plan and reevaluate the public relations strategy.

Next on the agenda was the ABA Foundation report and update. The April, 2011 financial statement was approved as submitted. There was much discussion of the purpose and necessity of the Foundation as no new funding is coming into the Foundation. There will be a total review of the Foundation at the summer board retreat August 13. There was a final report on the success of the ABA AZ Amber Alert Golf Classic that was held 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. This year's event has a net return to the Foundation of \$8,613.79. There will be discussion at the August board retreat about the future of the golf classic and how to attract more players and sponsors. 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. The board chose the following for induction at the October 13 event from nominations submitted by broadcasters around the state: Bill Austin (deceased); Patti Kirkpatrick and Tim & Willy.

As part of the ABA Foundation report the scholarship recipients for the 2011-2012 school year were announced for both the NAU School of Communications and the ASU Cronkite School.

Next was the legislative report listing of all issue papers of importance to all broadcasters in Arizona. The following FCC & Congressional issues were discussed: **1) Radio Performance Tax; 2) Ensuring Efficient Spectrum Management 3) Retransmission Consent legislation.** There was a full update on each of these issues before the FCC & Congress. The ABA board has issued support for the nomination of Lee Carosi Dunn (Sen. McCain's General Counsel) for an FCC appointment consideration. There is a June 9 meeting set with Rep. David Schweikert in his Scottsdale office. We will continue to strive for as many in-district meetings 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 is on the air this year at \$178,250; the U.S. Coast Guard at \$25,000 and is now off the air. 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 ran through April. 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 LocalBroadcastSaels.com on-demand sales training and the ABIP program.

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 report on negotiations continuing with South Mountain transmitter & tower site users and 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 1:00 PM. The next meeting will be the annual board retreat and meeting August 12-13 in Prescott.

Submitted by Art Brooks, President & CEO

5-31-11