

## 2019 A Year in Review for NASBA

### NASBA's Mission Statement

- **NASBA exists to help its members to better serve their member radio and television stations by organizing forums to educate each other and share best practices; providing a structure whereby state associations can jointly address on issues of common interest; and coordinating within the industry.**

January – Executive Committee monthly conference call.

February –

- **Successful NASBA Meeting at the NAB State Leadership Conference.**
- **The new dues formula was approved.**
- **Mark Gordon, Dewey Bruce & Bob Houghton had a meeting with the Veterans Administration to talk about a future PEP Program to combat suicides.**
- **Executive Committee monthly conference call.**

March –

- **Army National Guard monthly conference call.**
- **Executive Committee monthly conference call.**

April –

- **Army National Guard monthly conference call and we found out the National Guard Bureau did a test purchase for the following cable companies: Comedy Central, MLB Network, Adult Swim, ESPN, TNT and MTV.**
- **Executive Committee monthly conference call.**

May –

- **Executive Committee Spring meeting with Gordon Smith.**
- **Mark Gordon put together a new PEP Committee.**
- **Army National Guard monthly conference call.**

- **Dave Arland started communications with AARP regarding the PEP Program.**

#### **June –**

- **Polly met with Dennis Wharton at the NAB office to discuss how NASBA needs another PEP Program. Two weeks later Dennis Wharton set up a conference call with the Ad Council to see if we could work together on referrals.**
- **The NASBA Executive Committee put together a new investment committee.**
- **Army National Guard monthly conference call when we found out about the opt in/out.**
- **Executive Committee monthly conference call.**

#### **July –**

- **The NASBA Executive Committee put together an Emergency Preparedness Best Practices for all SBA's.**
- **Polly & Mark had a meeting with Dennis Wharton & Suzie Raven at the NAB to discuss the PEP Program and to see if they could send us any referrals. We received the Selective Service System which Mark and Polly gave a presentation. We got Joe Berry involved to see if he could help us as they were looking to get a message out in California it didn't work out, but they are now aware of the program.**
- **Army National Guard monthly conference call.**
- **Dave Arland has reached out to FDA/Health & Human Services regarding the PEP Program.**
- **Seventeen SBA's and their member TV stations attended the NAB fly in in Washington DC.**
- **Executive Committee monthly conference call.**

#### **August –**

- **NASBA's PEP Committee put together a Strategic Plan for the future of the PEP Program.**
- **The NASBA Executive Committee drafted an investor policy statement and invested funds with Charles Schwab.**

- **Army National Guard monthly conference call.**
- **Executive Committee monthly conference call.**

**September –**

- **Polly & Mark have been in contact with Keith Hempel from TV Access regarding the PEP Program he will be at the radio show and we are hopeful to meet with him then, another referral from Suzie Raven at NAB.**
- **Received an introduction to Victor Romero with the 2020 Census from Suzie. Waiting on a call back.**
- **Dave Arland and Mark Gordon had a conference call with AARP's advertising agency the outcome here is that they do NOT have any sort of national media budget. Whatever non-political work they're doing is hyper-local and short term. But they appreciated the briefing on what a National or Regional PEP might offer. As an olive branch, Dave send them a roster of our SAE's.**
- **Angela Chirico from the LAB put together a new brochure for National/Regional PEP an updated our power point presentation to have a more cohesive look.**
- **Dick Zaragoza and David Donovan finalized the revision on the PEP Strategic Plan.**
- **Executive Committee approved the 2020 budget.**
- **Executive Committee monthly conference call.**