



Fall Meeting in Santa Fe, New Mexico and via Zoom October 25, 2022 1:00pm EDT

States in Attendance: Alabama, Georgia, Hawaii, Indiana, Louisiana, Maine, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, Oregon, Texas, Utah and Wyoming

States in Attendance via Zoom: Alaska, Arizona, Arkansas, California, Connecticut, Florida, Idaho, Illinois, Iowa, Kentucky, MDCE, Massachusetts, Nevada, New York, North Carolina, Ohio, Pennsylvania, Puerto Rico, South Carolina, Tennessee, Virginia, Utah, Vermont, Washington, West Virginia, and Wisconsin

Meeting called to order by Bob Houghton, Georgia. Roll call was taken, and attendance noted.

Business meeting rescheduled to December 15, 2022, zoom membership call.

2023 Budget Transition-Jim Timm, Nebraska

Mr. Timm reviewed the history of NASBA's income streams and how they have changed over the last 6 years. 2023 will be a transition year due to the change in the historic fall meeting scheduling (no NAB Radio Show, no Guard, no mandatory second meeting per NASBA bylaws). Our revenue does come from meeting sponsorships along with meeting registrations. Following this meeting, a survey will be sent out to the membership to determine a meeting date, if any for 2023. After reviewing the survey results, a decision will be made on a second meeting. The 2023 NASBA budget will be voted on during the December membership zoom call.

Critical Issues Report- Jordan Walton, Massachusetts

The summary of this report was emailed to the membership on October 19, 2022

The CIF Guidelines document governs CIF activities and specifies the composition of the CIF Committee. There are three classes of CIF Committee members with equal representation from large, medium, and small states. CIF Committee members are elected to a three-year term and may be re-elected to a second term. The CIF Committee recommends the slate of candidates for election by the full NASBA membership.

The intent is to maintain the CIF at a level of \$75,000. When the balance falls below \$75,000, the CIF Committee may ask states to contribute to the fund, using categories (small, medium, and large) based upon current NASBA dues practices.

As of September 30, 2022, the CIF balance was \$73,168.27. NASBA members are reminded that we invested the Critical Issues balance into a fully liquid Money Market account in 2019, then moved most of that money into two bond funds in 2021. Currently, the Committee does not recommend asking for state contributions.

The CIF Committee has not received any requests for funding to this point in 2022.



We are looking for one member from a medium state to replace Jordan Walton on the Committee come February, 2023. Jordan, the current Committee Chair will submit Wendy Mays as the new Chair of Critical Issues at the NASBA Winter Meeting.

EAS Report: Dave Arland, Indiana

1. We encourage each state's SECC to stay in contact with the FCC to make sure your state EAS plan is approved. One by one, this is happening. Please keep channels of communication open.
2. Just a reminder that there is NO national EAS test this year, which is a double-edged sword. Now is NOT the time to let your guard down about EAS, because...
3. The FCC is expected to adopt a Notice of Proposed Rulemaking at its next meeting that will open a comment period about what changes the FCC should make to the EAS and WEA systems – particularly in light of ongoing concerns about cybersecurity. The EAS Committee has had one meeting to talk through the lengthy 55-page proposal, which has yet to be formally adopted. While NASBA states will likely need to join together on this filing and we have a lot of lead time to coordinate with the NAB and with knowledgeable engineers, etc.

ABIP Report-Sharon Tinsley, Alabama

Scott Flick has confirmed that the Society of Broadcast Engineers (SBE) is still working on an ABIP checklist to submit to the FCC. As a reminder, we've asked them to do so as experts in the subject matter.

In the meantime, remember that there are ABIP Best Practices on the NASBA website. Simply search on the keyword "ABIP".

Multi State PEP Report-Lisa Reynolds, North Carolina, Iowa, Maryland, Delaware, DC

- Marketing Packet/Communication has been sent to ever past & previous Ad Counsel members.
- Putting out 5-12 new communications weekly
 - Researching 990s/financials
 - Looking at messaging
 - Determining contacts
- Focus is on non-profits/National Foundations/National Associations
 - Government sales are difficult with RFP process
- Discussions with Futures Committee
 - expanded reach, marketing –



- opportunities to compete for Government RFPs
 - how to compete against Ad Counsel
 - NAB Involvement (remove AC messaging/add NASBA PEP messaging by state)
- NASBA members sending me ideas about messaging/organizations that may be prospect – please continue to do so, we will research and connect
- REMINDER – NASBA members are the best salespeople.
 - Upsell your best clients
 - What are they do in neighboring states?
 - Do they have national organization?
 - Is there a national message?

Futures Committee-Chris Kline, Arizona
Nothing new to report

Mod Squad-Tim Hyde, Minnesota

The NASBA MOD SQUAD group consists of SBA support staff team members (Member Services, Operations Development, etc). Monthly meetings include topics such as recruitment, stakeholders, events, job/recruitment fairs and awards. This group is an opportunity for SBA support staff team members to share best practices, ask questions, discuss ideas and network with NASBA peers. All team members are welcome to join; just reach out to Tim Hyde at Minnesota Broadcasters Association.

NASBA Business Meeting Zoom Call-December 15, 2022, at 3pm EST

Membership Zoom Call: Financials-Profit & Loss, Balance Sheet, 2023 Budget, and 2022 Winter Meeting Minutes were emailed to the membership on December 13, 2022.

States in Attendance via Zoom: Alabama, Alaska, Arizona, Arkansas, Colorado, Connecticut, Florida, Georgia, Hawaii, Idaho, Illinois, Iowa, Kentucky, Louisiana, Maine, MDCE, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, New Hampshire, New Jersey, New Mexico, Nevada, New York, North Carolina, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Utah, Vermont, Washington, Wyoming, and Wisconsin.

Bob Houghton, called the business meeting to order at 3:10pm.

Jordan Walton (MA) moved to approve the Winter Meeting minutes and Lisa Reynolds, (NC,IA) seconded. Motion carried.

Jim Timm, Nebraska, reviewed the financials and 2023 budget. Dennis Lyle, (IL) moved to approve the 2023 budget and financials and Wendy Mays, (VT) seconded. Motion carried.
Meeting adjourned