

**NASBA Fall 2008 Meeting  
September 19-20, 2008  
Hilton Austin**

**I. NASBA STRENGTHS, WEAKNESSES, OPPORTUNITIES and PURPOSE**

Members participated in a survey about the strengths, weaknesses and opportunities for NASBA. Discussion at the meeting added to the survey input and follows below.

**\* these items were identified during the Sept. 23, 2006 NASBA meeting in Dallas**

<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>
<ul style="list-style-type: none"> <li>• <b>Networking and Information</b> <ul style="list-style-type: none"> <li>-Learn how to run better associations and serve members</li> <li>-Forum for sharing new ideas and best practices</li> <li>-Learning from other states, what has worked for them and ideas to address problems</li> <li>-Support provided to each other</li> <li>-Develop better understanding of the issues</li> <li>-Willingness to partner for example, Broadcasters and Law Enforcement formed a partnership to work together for Amber Alert-400 children are sleeping in their beds at night because of the alert. The tenacity of one particular member, Carl was cited as a key contributor to this effort.</li> <li>-State Association Directors are facilitators for local members including networking with NAB</li> <li>-Work on emergency alert systems</li> <li>-Non Commercial Sustaining Announcements (NCSA) have helped to provide financial sustainability</li> <li>-There are strong friendships and relationships within NASBA</li> </ul> </li> <li>• <b>Member support</b> <ul style="list-style-type: none"> <li>-Legal counsel</li> <li>-Central point for Army National Guard</li> <li>-Positive and negative issues shared, the list serve helps</li> </ul> </li> <li>• <b>Advocacy: Collective legal and regulatory action</b> <ul style="list-style-type: none"> <li>-United voice, strength in numbers</li> <li>-Opposing legislation and regulations that are harmful to the industry</li> </ul> </li> <li>• <b>Membership</b> <ul style="list-style-type: none"> <li>-Talented, motivated individuals</li> <li>-We have gone from feeling like the “Jerry Springer” show to “Oprah” feeling at meetings</li> <li>-Not here to take credit</li> <li>-Characteristics of membership include: open mindedness, supportive, thoughts and ideas shared, no “holding back”</li> <li>-Longevity and low turnover</li> </ul> </li> <li>• <b>Leadership</b> <ul style="list-style-type: none"> <li>-NASBA Officers have worked hard and have gone beyond what is expected.</li> <li>-Leadership is adaptive and team based</li> <li>-Strong in some years</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Lack of focus and direction*</b> <ul style="list-style-type: none"> <li>-No shared vision for the organization</li> <li>-Not enough focus on the needs of members</li> <li>-Too much time spent on topics/projects that aren’t relevant to all members*</li> <li>-What is our shared direction, vision and focus?</li> </ul> </li> <li>• <b>Support provided to incoming members*</b> <ul style="list-style-type: none"> <li>-Need better introduction to the association</li> </ul> <p>Note: Others during the meeting stated they were new members and they got the support they needed</p> </li> <li>• <b>NASBA is not a “one size fits all organization”*</b> <ul style="list-style-type: none"> <li>-Diversity of membership is not recognized</li> <li>-States operate differently</li> </ul> </li> <li>• <b>NASBA is not a “one size fits all organization” *</b> <ul style="list-style-type: none"> <li>-Diversity of membership is not recognized</li> <li>-States operate differently</li> </ul> </li> <li>• <b>Leadership</b> <ul style="list-style-type: none"> <li>-Weak in some years</li> <li>-Hard to find the time to be an officer-the job takes a lot of time</li> <li>-Observation-there is a lack of appreciation for the work of the Executive Committee</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Some states need help to find their role in a mature and changing industry</li> <li>• Take a strong position in issues that concern members’ businesses every day (e.g. EAS, EEO, taxes)</li> <li>• Explore full time leadership</li> <li>• Continue to offer a forum for sharing and discussion of new technology, successes and failures</li> <li>• Provide support to new members</li> <li>• Pursue additional NCSA campaigns</li> <li>• Carve out a role for NASBA working alongside NAB to take on issues they can’t or won’t take on</li> <li>• Tension with NAB-we work with members of our Board of Directors that are on NAB</li> <li>• Build a name for your state association in your community</li> </ul>

## NASBA's Proposed Purpose

- 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 advocate on issues of common interest; and coordinating within the industry.

Feedback: This purpose statement accurately reflects what NASBA does; however, the idea of being the “canary in the mine” needs to be added. This means anticipating issues as an organization so the state associations can serve their members in the best way, being proactive as an organization.

## II. KEY PRIORITY AREAS AND ACTIONS

The membership reviewed the organization strengths, weaknesses and opportunities and with the guidance of the following questions identified key priority areas for future years.

- What is the opportunity for NASBA to make a difference for their members?
- What would prompt you to call up a colleague and invite them to a meeting?
- What is the NASBA legacy in the next 25 years?

“Advocate-educate-market” summarizes what the members believe NASBA should be. The members want information that helps them anticipate problems, be proactive and provide the best support possible to local stations. NASBA works as a facilitator, alliance or confederation. NASBA should offer a “buffet line” or menu of information/services to the members that respond to their needs. Examples include: ABIP, DTV Conversion, (which has raised the respect of state association), potential sales tax, and emergency technologies.

### Key priority areas and actions

#### 1. Networking and Information

##### Actions:

- Continue Roundtable
- Send out a list of who wasn't able to attend the NASBA meeting in Austin and call them to update them about the meeting/build relationships.
- Job networking and support. This is a needed service to our members locally as some general managers are losing their jobs and are asking for help.
  - Provide on-line job fairs and gain the EEO credit for electronic job fair

#### 2. Raise the level of leadership in the state associations

##### Actions:

- Develop a deeper understanding of the issues
- Be the “canary in the coal mine”
  - Get information out quickly through the list serve
    - Discontinue personal messages that go to all members through the list serve
  - We are the resource for our members in the states. We need to provide information to our members about items that will affect them.
- Provide training to NASBA members. Examples of education needed include:
  - How to Lobby
  -
- Advocate
  - Need more information and support from NAB

- Executive Committee send letter to David Rehr and send copies to NASBA members. The letter will summarize the actions suggested by David Rehr during his presentation and include what NASBA members need and want. This includes:
  - Distribute “position papers” on the industry issues (this needs to be done ASAP but no later than Oct. 15)
  - Identify who is opposing and supports the issues. Include the arguments pro and con.
  - Acknowledge the support NAB has provided but it is needed consistently and for all states
  - Members should follow-up on the letter sent by Executive Committee
  - David has recommended direct contact with Robin with a cc to him.
  - Laurie Knight, Lobbyist is also a good contact.
- Executive Committee needs to send out notes from meeting that was held with David Rehr to state associations so they are informed about what was discussed

### 3. Localism- everything we do is done at a local level and benefits our local members

#### Actions:

- Take on actions that build local capacity and strengthen member stations (e.g. Emergency Alert System (EAS))

### 4. Accountability and sustainability through NCSA Program

#### Actions:

- Look beyond the 30 second spot and what is happening with the Internet, texting, etc...examine what we need to do to stay current and responsive.

## III. EXECUTIVE COMMITTEE RECOMMENDATIONS

The Executive Committee has several recommendations for discussion that align with the member discussion about the direction for the organization. They include:

- Committee Structure\*
  - Government Relations
    - Membership should include a person from NBA
  - NCSA/PEP
  - EAS Summit
  - Education/Program
- Administrative Support
  - Given the lack of time that our members have, administrative support is needed
  - Support for Committees including note taking, sending out notice for meetings and arranging for conference calls.
- Annual Budget
  - An annual budget needs to be developed to help with planning, addressing organization needs