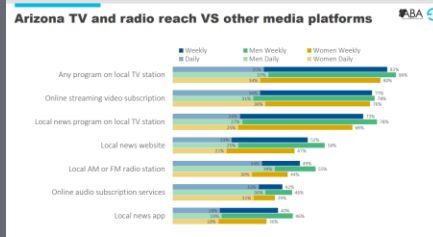




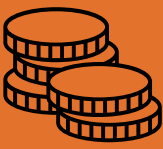
Designed and distributed \$40,000 study to showcase Arizona media consumption habits and resilience of both local TV and radio



Awarded \$50,000 in ABA-funded internships to help stations futureproof their talent

Funded \$60,000 to offer expanded legal support, lobbying and Arizona courtroom defense for shared broadcast needs, including a block of 2021 FCC fee hikes

Successfully lobbied for Arizona sports betting, opening up billion dollar radio/TV ad category



Invested \$20,000 in ongoing effort to bring legal clarity to marijuana ad rules for Arizona



Added 41 more Arizona radio stations to our ABA membership in 2021, growing our family to 224 TV and radio members. Also grew the ABA bank accounts by 53% in 2021, allowing us to reduce member dues by 25% and prepare to DOUBLE member services in 2022.

Dropped FCC inspection program costs by 50% to help retrain Arizona broadcasters on all government compliance

Started development on new \$100,000+ marketing campaign for 2022 to promote AZ TV/radio



Funded \$30,000 in member station training, one-on-one AE coaching, and digital live events



Dedicated \$55,000 to fund student training and certification programs, 3 career fairs, and university broadcast school scholarships