



6 CORE MEMBER SERVICE FOCUS AREAS FOR 2022

Protecting business | Futureproofing our industry | Building relationships

The ABA plans to make 2022 its largest-ever financial commitment year in support of Arizona broadcasters. This support will be split into 6 core focus areas:

- 1. STATEWIDE MARKETING CAMPAIGN: Up to \$200,000 investment**
 - The ABA is leading a first-of-its-kind paid media campaign in 2022 to promote over-the-air TV and radio in Arizona. The ad campaign will market Arizona broadcasters as a free alternative to paid subscription services. Elements will run in both English and Spanish, exclusively targeting cord cutters and digital audiences.
- 2. ABA-FUNDED PAID INTERNSHIPS AND NEXT-GEN RECRUITMENT: \$150,000 planned investment**
 - **INTERNS:** The ABA is dedicating a record \$100,000 to fund paid internships at member stations throughout 2022. Our goal is to inspire new careers and innovation across Arizona broadcasting.
 - **SALES/ENGINEERING RECRUITMENT:** The ABA plans to build more certification and training programs at all three state universities to recruit more people for hard to fill broadcast sales and engineering roles.
 - **CAREER FAIRS:** The ABA will again fund and manage year-round media career fairs at high traffic locations (or virtually as needed) to help stations recruit for positions and meet FCC EEO outreach obligations.
 - **SCHOLARSHIPS:** On your behalf, the ABA will fund a limited number of college scholarships at all three state universities with the goal of supporting students who have a passion to pursue Arizona broadcasting careers.
- 3. FREE LEGAL SUPPORT, BROADCAST LOBBYING AND ADVOCACY: \$100,000 planned investment**
 - **LAWYERS:** The ABA is covering all costs for member stations to ask questions of our Washington DC legal counsel and Arizona broadcast lawyer on topics like advertising, EEO, compliance, towers and audits.
 - **LEGAL DEFENSE:** We'll again reserve budget dollars to help fund legal issues affecting multiple member stations. Think of this fund as a safety net for unplanned legal costs that affect all Arizona broadcasters.
 - **ARIZONA LOBBYING:** The ABA will continue to fund the only lobbyist for Arizona broadcasters at the state legislature, watching for any legislation – including taxes – that may impact the broadcasting business in Arizona.
 - **DC LOBBYING:** The ABA will continue its track-record of success in partnership with Arizona's congressional delegation in Washington to advocate for legislation that makes it easier to keep Arizona broadcasting strong.
 - **BIG BUSINESS ADVOCACY AND PROJECT LEADERSHIP:** The ABA will remain focused on advocacy with Arizona ad agencies and partners that do big business with Arizona broadcasters. We will also lead all EAS efforts in coordination with state officials and again act as the bridge for shared TV and radio projects across the state.
- 4. ABA-FUNDED CONSUMER AND SALES RESEARCH IN ARIZONA: \$40,000 planned investment**
 - The ABA plans to go back into the field to get an updated snapshot of Arizona audience consumption habits for 2022. We know stations need more data to help close sales deals and understand today's media use.
- 5. FREE STAFF TRAINING, LIVE EVENTS AND ONE-ON-ONE COACHING: \$25,000 planned investment**
 - **ON-DEMAND TRAINING:** We'll again offer our free P1 Training on-demand digital courses in most broadcast disciplines, including media sales, marketing, management, content and HR.
 - **AE TRAINING:** The ABA will also financially underwrite one-on-one expert training to help new AEs get up and running more quickly. We'll offer a 7-week on-boarding program that includes personalized training and feedback. The free program includes weekly discussions with trainers and individual assignments.
 - **LIVE EVENTS:** The ABA will continue hosting digital live events to offer education on trends, sales and leadership.
- 6. FCC LICENCE GUIDANCE AND PROTECTION: \$25,000 planned investment**
 - The ABA has a unique partnership with the FCC that allows us to train stations on all FCC rules, have an ABA inspector audit all practices, and when passed, give stations a 3-year moratorium on most FCC inspections. This "ABIP" project will continue to be offered in 2022, and at a 50% discount from our costs during the last decade.