

# SUPPORTING THE NEEDS OF THE PA BROADCAST COMMUNITY





# JOE CONTI

PENNSYLVANIA ASSOCIATION OF BROADCASTERS  
PRESIDENT

## **DEAR FRIENDS,**

It is my pleasure to welcome you to the first Pennsylvania Association of Broadcasters Annual Report. The PAB Board of Directors has led a review and refresh of all our broadcast station member services in an effort to reexamine our value to members as well as the unique selling points of the PAB.

The PAB was the first of our nation's state broadcast associations, founded with the goal of serving the Pennsylvania broadcast stations in regulatory compliance, public policy advocacy, talent acquisition and professional development programs. To that end, readers will find a wealth of information in the following pages detailing the services, events and people that make this organization what it is today.

The PAB endeavors to promote collaboration between radio and television broadcast station owners, managers and staff across our Commonwealth. We assist our member stations in serving their communities, audiences and advertisers through FCC-licensed free, over-the-air broadcast program operations.

In the last two years, the PAB has launched a new website [www.pab.org](http://www.pab.org), moved our office across the street from the state Capitol, strengthened our PEP/NCSA program, conducted a statewide economic impact study, and updated all of the association's core services. The PAB encourages the highest standards in broadcasting and recognizes programming of excellence and achievement through our annual awards.

Embracing our legacy with revitalized services, the PAB looks forward to a spirited future of promotion of the Pennsylvania broadcasting community.

A handwritten signature in cursive script that reads "Joe Conti". The signature is written in black ink and is positioned above the printed name and title.

Joe Conti  
*President*

# MEASURING OUR MERIT

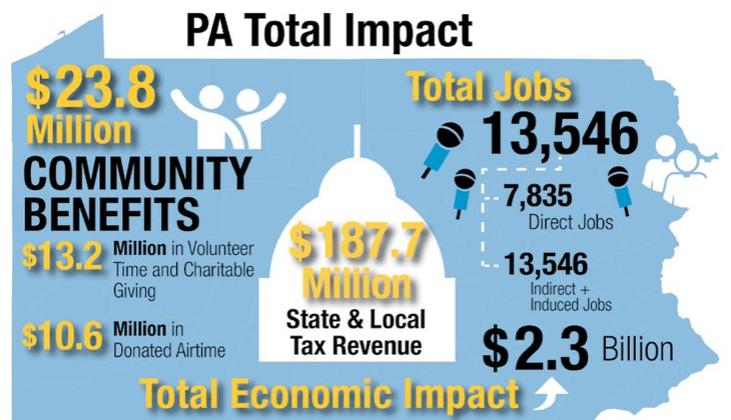
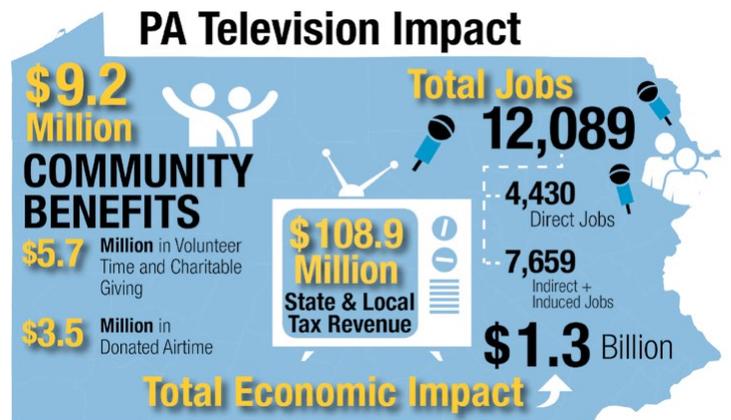
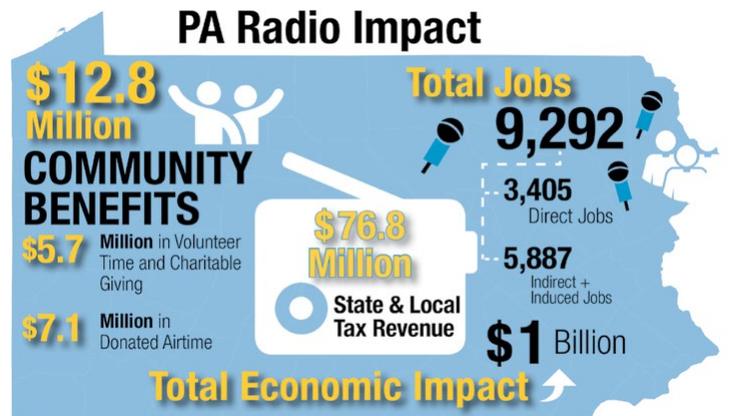
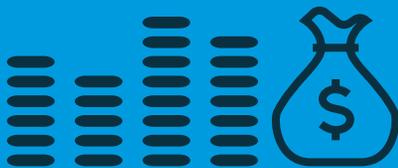
## THE PAB ECONOMIC IMPACT STUDY

Pennsylvania television and radio broadcasters are making an impact on the local and regional economies that they cover, and they are making a difference in the communities they call home.

Like all industries with locations across the state, the broadcast community of PA is providing more than 10,000 jobs and generating significant revenue, but unlike other industries, broadcasters play a unique public role creating an opportunity for extended community impact.

This year the PAB worked to develop, for the first time, a comprehensive overview of the economic output and impact that member stations bring to the Commonwealth. This report seeks to quantify from an economic perspective the value of the broadcasting industry as a whole in terms of its operations and employment. It will also present and quantify the community benefits of the broadcasting industry.

PLEASE TAKE A LOOK AT A FEW HIGHLIGHTS FROM THE REPORT.



# PAB CORE SERVICES

## EMERGENCY ALERT SYSTEM

The purpose of the Emergency Alert System (EAS) is to alert the citizens of the Commonwealth of Pennsylvania of emergency situations by utilizing the resources of Radio and Television Broadcasters to rapidly distribute warnings and information to ensure the safety of the public.

The PAB works in partnership with the Pennsylvania Emergency Management Agency and the State Emergency Communications Committee to administer the EAS.

## ALTERNATIVE BROADCAST INSPECTION PROGRAM

The PAB Alternative Broadcast Inspection Program consists of an “FCC style” inspection performed by a PAB-licensed inspector. Pursuant to PAB’s agreement with the FCC, the inspector will provide the station with a timely report of what they find in potential violation of FCC rules and regulations. If no deficiencies are present, stations receive a Certificate of Compliance. The FCC then agrees not to routinely inspect the station(s) during the following three year period.

## JOB POSTINGS

The PAB is the Commonwealth’s resource for job opportunities in the television and radio industry. Stations may post jobs at all professional levels that will help fill open positions with qualified talent.

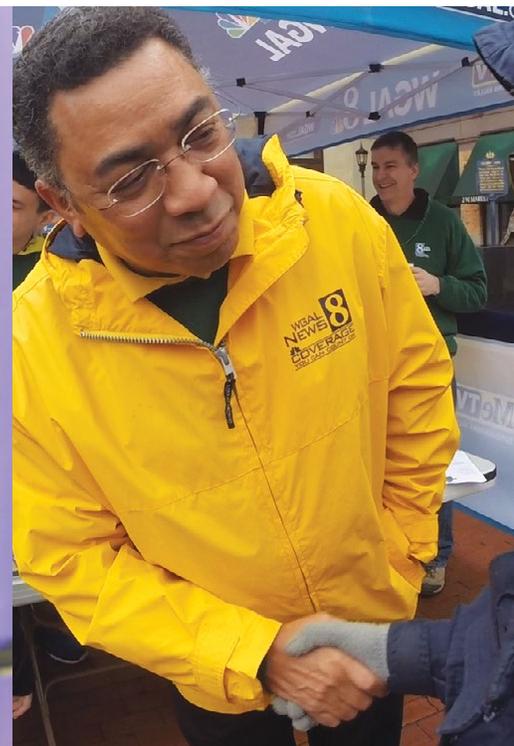
The PAB website contains a statewide clearinghouse of job postings from both member and non-member stations. The Non-PAB Member job posting fee is \$100 per posting per month per post.

## STATE AND FEDERAL LEGAL SERVICES

The PAB maintains relationships with legal counsel David Oxenford of Wilkinson Barker Knauer, LLP, as well as Ballard Spahr, LLP, to assist members with regulatory and other state/federal issues. Counsel is available via the PAB legal services hotline, which is only available to PAB member stations.

## PROFESSIONAL DEVELOPMENT/ WEBINARS

The PAB provides free or discounted professional development programs and materials to promote elevated performance by management, sales and talent staff members. In 2018, we presented eight webinars in collaboration with our partners at the Michigan Association of Broadcasters on topics including digital integration and political advertising rules and regulations





# PAB ANNUAL MEETING

## HONORING SUZY KOLBER ALONGSIDE LOCAL LEGENDS IN RADIO & TELEVISION BROADCASTING

This past May, broadcasters and executives from across the Commonwealth gathered in Hershey for the PAB annual meeting. The annual meeting consists of two separate events that highlight the accomplishments of Pennsylvania born-and-bred broadcast journalists: The Gold Medal Dinner and the PAB Awards of Excellence, held respectively on Sunday, May 6, and Monday, May 7.

This year, The PAB's highest honor - the Gold Medal - was bestowed upon ESPN personality and host of Monday Night Countdown, Suzy Kolber. A native of Philadelphia, Kolber was chosen to receive the Gold Medal for her trailblazing career that has led her to the top of the most prominent sports media outlet in the country. Surrounded by her family, friends and peers, Kolber graciously accepted her award and dedicated it to her father, who instilled in her a lifelong love of sports. Kolber also dedicated her award to all female sports journalists who, like her, have carved a career path in a male-dominated industry.



# PAB HALL OF FAME

The PAB 2018 Hall of Fame inductees included Brian Lilly of Lilly Broadcasting and Robert VanDerheyden of the Bold Gold Media Group.

The recipient of the Janet & Lew Klein “Making a Difference” Award recipient was NAB Education Foundation President, Marcellus Alexander.

The evening was capped off with a new tradition- dessert, drinks and networking at the Fountain Room of Hotel Hershey, allowing attendees the opportunity to meet and talk with their statewide counterparts in preparation for the Annual Meeting and PAB Awards of Excellence.



# PAB AWARDS

The Annual Meeting continued Monday morning with the PAB Board of Directors Meeting, as well as a special breakout session with Pennsylvania Attorney General, Josh Shapiro. Shapiro spoke to the group about the importance of a free press corps, as well as some of his priorities as Attorney General.

The meeting was capped off by the Annual PAB Awards of Excellence Luncheon, where 200+ station managers, staff and production personnel came to be recognized for outstanding achievement in broadcast television and radio. In total, more than 70 awards were presented to winners in a variety of categories, including outstanding feature story, breaking news, use of digital media, local radio personality, and many more.

The PAB Awards Luncheon also recognizes PA-based local broadcasters and executives who have contributed to the betterment of the Commonwealth or the journalism profession. Honored with the 2018 Broadcaster of the Year award were WMFZ anchor, Rob Vaughn, and radio host of the nationally syndicated *Sundays with Sinatra* program, Sid Mark.





## WE'VE GOT PEP!

### NON-COMMERCIAL SUSTAINING ANNOUNCEMENTS

One of the PAB's most important public services is management of the statewide Non-Commercial Sustaining Announcements Public Education Program (NCSA-PEP). NCSA-PEP campaign funds enable the PAB to provide services that strengthen the broadcast industry and help stations operate in the public interest.

NCSA-PEP is intended to help government agencies and non-profit organizations deliver important public interest messages effectively and affordably. The PA Army National Guard and various other Commonwealth agencies use the program to promote issues related to transportation and highway safety, health and human services, emergency preparedness, economic development, tourism, consumer protection, public education and more.

We provide this service by soliciting donated airtime from radio and television stations across the Commonwealth, and making it available to organizations that don't have a history of buying broadcast advertising time. NCSA-PEP differs from a traditional public service announcement because we receive guaranteed airtime within the 6 a.m. to 12 midnight rotation hours, whereas traditional PSAs receive no guarantee of airtime.



For every \$1 of investment from NCSA-PEP advertisers, PAB projects \$4 of airtime value. In many cases, we achieve a 5:1 or even 6:1 airtime-to-investment value ratio.

The ideal message for NCSA-PEP is one of importance to the vast majority of Commonwealth residents. It is also important for potential advertisers to know that spots must not be considered "issue advertising." The program is intended for public education and awareness across Pennsylvania.

For more information on how to get involved as a station partner or advertiser, please contact Carter Wyckoff, Vice President of Sales at the Pennsylvania Association of Broadcasters, via e-mail at [cwyckoff@pab.org](mailto:cwyckoff@pab.org) or call 717-482-4820.



# PAB LEGISLATIVE UPDATE 2018

We are proud to work with our lobbyists at Greenlee Partners to keep tabs on the Pennsylvania legislature and issues that impact our members. Your membership dues are used solely for advocacy, part of our transparent commitment to serving the interest of the Pennsylvania broadcast community.

As 2018 was an election year, few expected controversial legislation or broad-based taxes to get serious consideration, but it was a busy year none-the-less.

In February, Governor Wolf also announced his budget proposal for the 2018-2019 fiscal year, which includes a 3.7% spend increase of \$1.1 billion dollars. Negotiations over the budget resulted in a modest spend increase for the general budget, and the PAB was able to beat back any additional advertising taxes for our members. February saw the General Assembly pass House Bill 411, which allows for unrestricted advertising of Bingo games, and received prompt signature from Governor Tom Wolf.

The 2018 mid-term elections brought an easy win for incumbent Governor Tom Wolf, alongside new Lieutenant Governor Jon Fetterman. The coming year will see the swearing in of more than 40 new members to the State House and Senate, as well as several new federal representatives in Washington D.C. We at the PAB and Greenlee Partners look forward to educating these members on the hard work that you and your employees do every day and will strive to foster champions of broadcasters for years to come.

# PAB BOARD OF DIRECTORS – 2019



**CHAIRMAN OF THE JOINT BOARD**  
**JIM LOFTUS, COO**  
SEVEN MOUNTAINS MEDIA



**CHAIRMAN – RADIO**  
**VINCE BENEDETTO, OWNER**  
BOLD GOLD MEDIA GROUP  
575 GROVE STREET, HONESDALE, PA 18431



**CHAIRMAN – TELEVISION**  
**RAY CARTER, REGIONAL VP FOR TELEVISION**  
COX MEDIA GROUP  
4145 EVERGREEN ROAD, PITTSBURGH, PA 15214-4145



**SECRETARY**  
**JON CADMAN, GM – WOLF/WQMY-TV**  
STATION MANAGER – WSWB-TV  
1181 HIGHWAY 315, PLAINS, PA 18702



**TREASURER**  
**PAM FORSYTH, GM**  
WICU/WSEE-TV  
3514 STATE STREET, ERIE, PA 16508



**PAST CHAIRMAN**  
**BARRY FISHER, PRESIDENT/GM**  
WFMZ-TV  
300 EAST ROCK ROAD, ALLENTOWN, PA 18103

## TELEVISION DIRECTORS



**DENNIS BIANCHI, PRESIDENT/GM**  
WTXF-TV  
330 MARKET STREET, PHILADELPHIA, PA 19106



**RIC HARRIS, GM**  
WCAU-TV NBC10  
1800 ARCH STREET, PHILADELPHIA, PA 19103



**BILL BRADLEY, GM**  
WHP-TV  
3300 N. 6TH STREET, HARRISBURG, PA 17110



**BERNIE PRAZENICA, PRESIDENT/GM**  
WPVI-TV  
4100 CITY AVENUE, PHILADELPHIA, PA 19131



**PHIL DUBROW, VP/GM**  
WTAJ-TV  
5000 6TH AVENUE, ALTOONA, PA 16602



**CHRIS TOPF, VP/GM**  
WPMT FOX 43 TV  
2005 S. QUEEN STREET, YORK, PA 17403



**VINCE GIANNINI, SVP/GM PHL17 & DCW 50**  
WPHL-TV  
5001 WYNNFIELD AVENUE, PHILADELPHIA, PA 19131



**CHARLES WOLFERTZ, PRESIDENT/GM**  
WTAE-TV  
400 ARDMORE BLVD., PITTSBURGH, PA 15221



**KYLE GRIMES, PRESIDENT/GM**  
WGAL-TV  
1300 COLUMBIA AVENUE, LANCASTER, PA 17603

## RADIO DIRECTORS



**MARK BERTIG, VP/GM**  
RENDA BROADCASTING  
840 PHILADELPHIA STREET, SUITE 100  
INDIANA, PA 15701



**PHILLIP HUNT, PRESIDENT/GM**  
WNPV  
P.O. BOX 1440, LANSDALE, PA 19446



**BOBBI CASTELLUCCI**  
**MARKET MANAGER/GM**  
FOREVER MEDIA INC. ALTOONA  
ONE FOREVER DRIVE, HOLLIDAYSBURG, PA 16648



**ELIZABETH PEMBLETON**  
**VP/MARKET MANAGER**  
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WLEV-FM/WCTO-FM  
2158 AVENUE C, SUITE 100, BETHLEHEM, PA 18017



**DAVE DAVIES**  
**MARKET MANAGER/GM**  
FOREVER MEDIA INC. YORK  
275 RADIO ROAD, HANOVER, PA 17331



**JAY PHILIPPONE, PRESIDENT**  
PRIORITY COMMUNICATIONS  
12 LONG AVENUE, DUBOIS, PA 15801



**DONALD FREDEEN, PRESIDENT**  
WESB/WBRR  
P.O. BOX 545, BRADFORD, PA 16701



**"MOOSE" ROSANA, GM**  
WIFT/WKFT/WPQP/WQQP/WCPA  
SEVEN MOUNTAINS MEDIA  
801 EAST DUBOIS AVENUE, DUBOIS, PA 15801



**RON GIOVANNELLO**  
REGIONAL VICE PRESIDENT  
CUMULUS MEDIA PENNSYLVANIA  
ALLENTOWN-ERIE-HARRISBURG-YORK-  
LANCASTER-READING-WILKES-BARRE-SCRANTON  
2300 VARTAN WAY, SUITE 130, HARRISBURG, PA 17110



**MIKE SHERRY**  
**VICE PRESIDENT OF SALES**  
FOREVER MEDIA, INC.  
1370 WASHINGTON PIKE, SUITE 406  
BRIDGEVILLE, PA 15017

## AT-LARGE DIRECTORS



**BOB BEE, VP/GM**  
WHTM-TV  
3235 HOFFMAN STREET, HARRISBURG, PA 17110



**JOE BELL, VP/MARKET MANAGER**  
BEASLEY MEDIA GROUP, LLC, PHILADELPHIA  
ONE BALA PLAZA, SUITE 339, BALA CYNWYD, PA 19004

## DIRECTORS EMERITUS



**LEW KLEIN**  
KLEIN COLLEGE OF COMMUNICATIONS - TEMPLE UNIVERSITY



**FRED YOUNG**  
HEARST TELEVISION - RETIRED



**JERRY LEE**  
WBEB-FM - RETIRED



**MICHAEL YOUNG**  
CBS RADIO - RETIRED

## ASSOCIATE DIRECTOR



**DAN SPEARS, VP, INDUSTRY RELATIONS**  
BMI  
14640 FALLS ROAD, COCKEYSVILLE, MD 21030



## REBRAND PAB LAUNCHES NEW IDENTITY IN 2018

This year brought to a close the PAB's effort to reestablish itself as a leader in statewide policy debates, and a resource to member stations. Throughout much of the previous year, the organization underwent a rebrand under a new graphic identity, as well as embarking on the development of a new web presence to match the updated brand.

The new PAB logo and identity was developed by Bellevue Communications Group in Philadelphia. Bellevue did extensive market research, looking at logo designs for every other professional broadcasting association in the country and consulting with PAB staff to determine style preferences for the new logo. The logo features a modern, bold and structural font, moving away from the more classic serif font of the previous logo. The text is complemented by a logo mark representing a VU meter in bright yellow and blue hues, representative of the official state colors of the Commonwealth. With the new logo in place, late 2017 saw attention turn to the new PAB website.



717-482-4820

Form 990



MEMBER LOGIN

# SUPPORTING THE NEEDS OF THE PA BROADCAST COMMUNITY

PAB 2018 REPORT

SEARCH OPEN POSITIONS  
Job Postings

GET YOUR WORD OUT

## RELAUNCH

Working with Compulse Integrated Marketing, the PAB sought to build a multi-faceted website with a host of useful features for member stations. Most notably, the site features a new member section with access to a number of benefits only available to PAB members. The new PAB website also features public resources for Pennsylvania broadcast stations, a state-wide job bank, information on advocacy issues, and much more. Additionally, Compulse built a standalone submission platform for the Annual PAB Awards, an endeavor that will save the PAB countless dollars in annual management fees paid to the former provider, while also providing a more user-friendly experience for stations and judges.



## RELOCATE

The final step in the rebrand was the physical relocation of the PAB offices from the 1950's-era farm house on Paxton Road in Hummelstown, PA to downtown Harrisburg. Although the PAB offices were just a short drive to the capital, a sustained presence within eyesight of the legislature would both increase visibility and showcase the new, professional look of the organization.

In all, these three new endeavors paid major dividends for the PAB in 2018, and have set the organization on solid footing for the coming years.

# OPERATING REVENUE: 2018



NCSA / PEP



MEMBERSHIP  
DUES



EMERGENCY  
BROADCAST SYSTEM



MEETING  
REVENUE



MISCELLANEOUS  
REVENUE

# OPERATING EXPENSES: 2018



SALARIES



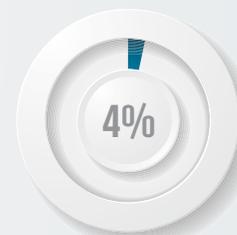
COMMISSIONS



MEMBER PROGRAM  
EXPENSES



MEETING EXPENSES  
AWARDS & MEETING COSTS



NCSA / PEP  
PROGRAM EXPENSES



EMERGENCY  
BROADCAST SYSTEM



EMPLOYEE  
BENEFITS



PUBLIC  
RELATIONS



TAXES & PAYROLL



INVESTMENT  
SERVICE FEES



OCCUPANCY



OFFICE RENT



OFFICE EXPENSE



LEGAL FEES



ACCOUNTING  
FEES



GOVERNMENT  
RELATIONS



RETIREMENT  
CONTRIBUTIONS



TAXES / OTHER



SETTLEMENT  
CHARGES

# TEAM PAB:



**JOE CONTI**  
PRESIDENT



**GAIL PONTI**  
VICE PRESIDENT  
MEMBER SERVICES



**CARTER WYCKOFF**  
VICE PRESIDENT  
SALES

IT HAS BEEN OUR PLEASURE TO SERVE YOU AND ALL PA BROADCASTERS



## ADDRESS

208 NORTH 3RD STREET - SUITE 105, HARRISBURG, PA 17101

PHONE: 717-482-4820

WEBSITE: [www.pab.org](http://www.pab.org)

## FACEBOOK AND TWITTER

[facebook.com/pabroadcasting](https://facebook.com/pabroadcasting)

[twitter.com/PABroadcasters](https://twitter.com/PABroadcasters)