



# 2019 ANNUAL REPORT AND ECONOMIC IMPACT UPDATE

SUPPORTING THE NEEDS OF THE PA BROADCAST COMMUNITY



# JOE CONTI

PENNSYLVANIA ASSOCIATION OF BROADCASTERS  
PRESIDENT

## A TRIBUTE TO LEW KLEIN

It is my pleasure to welcome you to the Pennsylvania Association of Broadcasters' 2019 Annual Report. This year's report will share with you highlights from a very strong year for the PAB with new member services, increased advocacy and increased membership. It will also provide you with a two-year update on our inaugural economic and community service report.

Reflecting on this past year, one event impacted our community above all else—the passing of one of the founding fathers of television broadcasting, Lew Klein. Lew was a titan within the broadcast community, having received every possible honor bestowed nationally and by the PAB, as well as leaving his own legacy in the “Janet and Lew Klein Making a Difference Award,” presented annually at the PAB Gold Medal Dinner.

Lew Klein was a compassionate leader, a tireless advocate and mentor to generations of broadcast professionals through his namesake college at Temple University. The graciousness and pay-it-forward attitude of all Klein College alumni is a true testament to his enduring legacy. One need only take a quick look the recipient list for his eponymous Alumni in Media Awards to understand Lew's depth of impact across all facets of the broadcast and communications worlds.

Lew Klein was a treasure of a person. And he and Janet were peerless as a couple. The PAB is fortunate to enjoy Janet's continued involvement in all matters PAB. Simply put, our love for the Klein family is unending. Lew will forever be the beacon on the horizon for us all.

We lovingly embrace the blessings of Lew Klein's legacy, and look forward to promoting the essential local impact of Pennsylvania broadcasters in 2020 and beyond.

A handwritten signature in cursive script that reads "Joe Conti".

JOE CONTI  
PRESIDENT

IN MEMORY OF  
**LEW KLEIN**

1927-2019



# ABOUT THE PENNSYLVANIA ASSOCIATION OF BROADCASTERS

The PAB was the first of our nation's state broadcast associations serving Pennsylvania television and radio stations in regulatory compliance, advocacy, networking and professional development programs. The PAB endeavors to promote collaboration between broadcast station owners, managers and staff across the Commonwealth. And the PAB encourages the highest standards in broadcasting and recognizes program excellence through our annual awards.

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# PAB CORE SERVICES

## JOB POSTINGS

The PAB website contains a statewide clearinghouse of job postings from both member and non-member stations. Hundreds of jobs from across the state were posted in 2019. PAB members' job postings are always free.

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## PROFESSIONAL DEVELOPMENT WEBINARS

In 2019, we presented 10 "Third Thursday" webinars including our first self-produced webinar on Social Media Policy for station managers.

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## STATE AND FEDERAL LEGAL SERVICES

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

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## EMERGENCY ALERT SYSTEM (EAS)

The PAB works in partnership with the Pennsylvania Emergency Management Agency and the State Emergency Communications Committee to administer the EAS, the FCC-mandated plan to rapidly distribute warnings and information to ensure the safety of the public.

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## ALTERNATIVE BROADCAST INSPECTION PROGRAM (ABIP)

ABIP helps member stations save both time and money through free FCC-style inspections of station infrastructure. If station passes inspection, the FCC then agrees not to routinely inspect during the following three-year period.

For information on our [Statewide Outreach Program](#), please see the following page.

# STATEWIDE OUTREACH PROGRAM

We continued our proud tradition managing the statewide Non-Commercial Sustaining Announcements Public Education Program (NCSA-PEP) with some major high notes this year. As always, we thank our broadcast partners for the value and dedication they provide month after month, year after year.

As a refresher, NCSA-PEP solicits donated airtime from radio and television stations across the Commonwealth, and makes it available to statewide non-profits to share public service announcement (PSA) style ads at extremely discounted rates. We receive guaranteed airtime within the 6 a.m. to 12 midnight rotation hours, and often we achieve a 5:1 or even 6:1 airtime-to-investment value ratio for every dollar spent with the program.

The program is intended for public education and awareness across Pennsylvania. Take a look at some of our sponsors from 2019:



## GOING ABOVE AND BEYOND

This year, we provided even more value to our clients by supporting their public awareness efforts in new and innovative ways. These included professional development seminars to help sponsors more effectively communicate their value and overcome obstacles. We also assisted with several local events by providing earned media placements in the run up, further maximizing exposure for sponsor causes “in-between” the commercials.



PICTURED: VP of Sales, Carter Wyckoff, was recognized this year by the PA National Guard for Outstanding Service in support of their recruitment efforts.

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.

# TELEVISION LEGEND AND PHILADELPHIA NATIVE BOB SAGET RECEIVES PAB GOLD MEDAL



This past May, the PAB Board of Directors, station managers and staff from across the Commonwealth converged in Hershey, Pennsylvania for the PAB Annual Meeting.



This year, the PAB's highest honor – the Gold Medal – was given to Philadelphia-born comedian, actor and director, Bob Saget. Perhaps best known for his television roles as Danny Tanner on the ABC sitcom *Full House* and its Netflix sequel *Fuller House*, and hosting *America's Funniest Home Videos*, Saget remains an in-demand stand-up comedian, as well as a director and producer of both television and movies. Bob was an extremely gracious recipient and posed for many selfies with guests throughout the evening.



Pro Football Hall of Famer and Super Bowl Champion, Jerome Bettis, was the 2019 Janet & Lew Klein “Making a Difference” Award recipient. Bettis was specifically recognized for his founding and leadership of The Jerome Bettis “Bus Stops Here” Foundation, which provides financial support, education, recreational programs and mentoring to under-privileged inner-city youth. PAB member station WPXI-TV Pittsburgh, home of *The Jerome Bettis Show*, was well represented at the Awards to support one of their own.



The PAB 2019 Hall of Fame inductees were Steve Scully, C-SPAN's senior executive producer and political editor; and George Beasley, founder and chairman of Beasley Broadcast Group.



## THE 2019 PAB AWARDS

One of the highlights of the Annual Meeting is the PAB Awards of Excellence Luncheon, a spirited event showcasing the very best in Pennsylvania broadcast productions.

This year, PAB members and non-members continued the strong trend of positive growth in award entries, with 306 total entries received. At the Awards Luncheon, the PAB presented more than 70 awards to 40+ television and radio stations from markets throughout the Commonwealth. Categories included: Outstanding Use of Digital Media; Outstanding Public Service Announcement/Campaign; Outstanding Feature Story/Report/Series; Outstanding Breaking News Report; and many more.

The Awards Luncheon also recognizes the annual **Broadcaster of the Year** honors for both radio and television. The honorees this year were venerable stalwarts of the Philadelphia media market - **Harvey Holiday**, longtime radio DJ for WOGL-FM in Philadelphia; as well as WPVI-TV/6ABC Action News Reporter, **Vernon Odom**. Both men possess more than 40 years of on-air experience in Philadelphia, having worked for major broadcast institutions and covered nearly every major local event of the last half century. With both men retiring in 2019, the honors were extremely timely and made for memorable tributes from their respective stations. The Broadcaster of the Year Award recognizes PA-based local broadcasters who have contributed to the betterment of the Commonwealth or the journalism profession.

Spirits were high among attendees at the luncheon, and social media interactions during and after the event were significantly higher than previous years. This trend falls in line with the explosive growth of social media use in all levels of broadcast television and radio. We are extremely humbled by the display of pride among award winners as they showed off their new PAB Awards displayed in newsrooms, living rooms and even in the great outdoors.



# PAB BOARD OF DIRECTORS: 2019-2020



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



**CHAIRMAN – TELEVISION**  
**JON CADMAN, GM**  
 WOLF/WQMY-TV  
 STATION MANAGER – WSWB-TV



**CHAIRMAN – RADIO**  
**VINCE BENEDETTO, OWNER**  
 BOLD GOLD MEDIA GROUP



**SECRETARY**  
**PAM FORSYTH, GM**  
 WICU/WSEE-TV



**TREASURER**  
**CHARLES WOLFERTZ, PRESIDENT/GM**  
 WTAE-TV



**PAST CHAIRMAN**  
**BARRY FISHER, PRESIDENT/GM**  
 WFMZ-TV

## TELEVISION DIRECTORS



**BOB BEE, VP/GM**  
 WHTM-TV



**BRANDIN STEWART, PRESIDENT/GM**  
 KYW/WPSG-TV



**BILL BRADLEY, GM**  
 WHP-TV



**PHIL DUBROW, VP/GM**  
 WTJL-TV



**VINCE GIANNINI, SVP/GM**  
 WPHL-TV



**KYLE GRIMES, PRESIDENT/GM**  
 WGAL-TV



**RIC HARRIS, GM**  
 WCAU-TV NBC10 & TELEMUNDO 62



**BERNIE PRAZENICA, PRESIDENT/GM**  
 WPVI-TV



**DENNIS BIANCHI, PRESIDENT/GM**  
 WTXF-TV



**CHRIS TOPF, VP/GM**  
 WPMT FOX 43 TV

# RADIO DIRECTORS



**MARK BERTIG, VP/GM**  
RENDA BROADCASTING



**BOBBI CASTELLUCCI, MARKET MANAGER/GM**  
FOREVER MEDIA INC. ALTOONA



**DAVE DAVIES, MARKET MANAGER/GM**  
FOREVER MEDIA INC. YORK



**DONALD FREDEEN, PRESIDENT**  
WESB/WBRR



**RON GIOVANNELLO, REGIONAL VP**  
CUMULUS MEDIA PENNSYLVANIA



**PHILLIP HUNT, PRESIDENT/GM**  
WNPV



**ELIZABETH PEMBLETON, VP/MARKET MANAGER**  
CUMULUS ALLENTOWN-BETHLEHEM-EASTON  
WLEV-FM/WCTO-FM



**JAY PHILIPPONE, PRESIDENT**  
PRIORITY COMMUNICATIONS



**"MOOSE" ROSANA, GM**  
WIFT/WKFT/WQPQ/WQQP/WCPA  
SEVEN MOUNTAINS MEDIA



**MIKE SHERRY, VP OF SALES**  
FOREVER MEDIA, INC.

# AT-LARGE DIRECTORS



**JOE BELL, VP/MARKET MANAGER**  
BEASLEY MEDIA GROUP, LLC, PHILADELPHIA



**MATT LIGHTNER, PRESIDENT**  
LIGHTNER COMMUNICATIONS



**MICHAEL SPACCIAPOLI,  
SVP & MARKET MANAGER**  
ENTERCOM PITTSBURGH

# DIRECTORS EMERITUS



**JERRY LEE**  
SPOT Q SERVICES INC.



**FRED YOUNG**  
HEARST TELEVISION - RETIRED



**DAN SPEARS, VP, INDUSTRY RELATIONS**  
BMI

# ASSOCIATE DIRECTOR

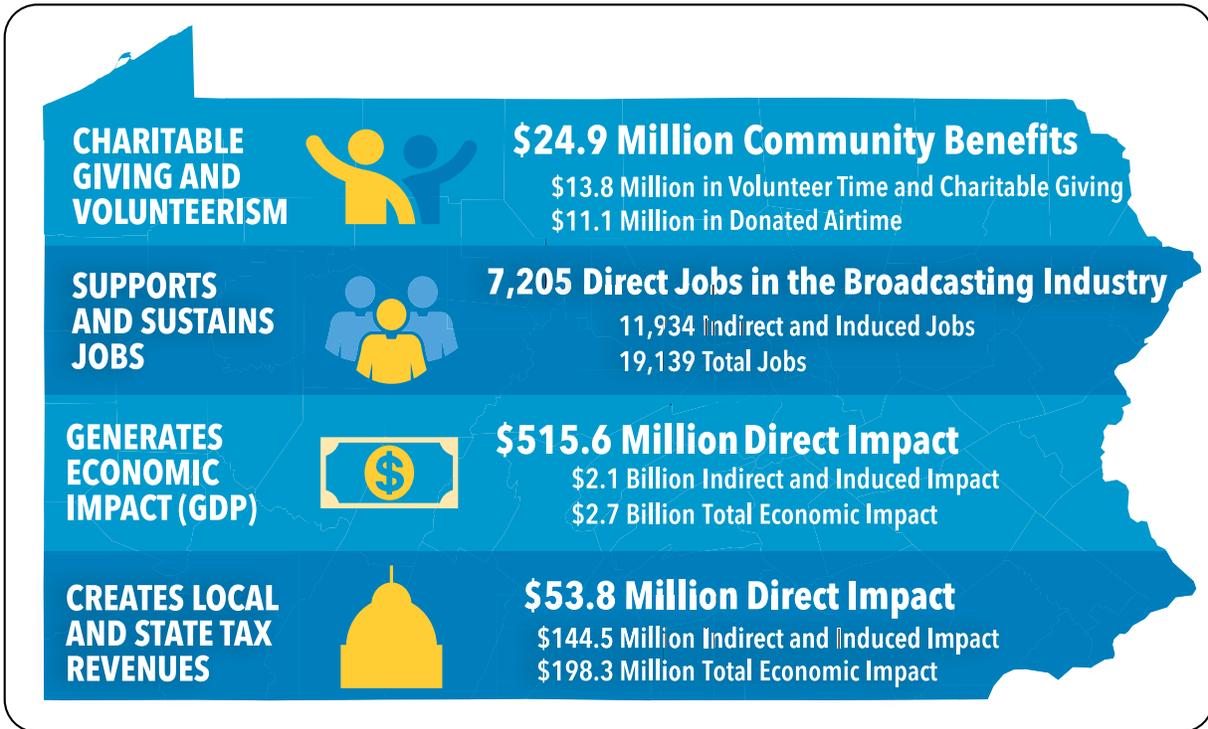
# PAB ECONOMIC IMPACT UPDATE

## EXECUTIVE SUMMARY

Pennsylvania's broadcast industry is making an impact beyond dollars and cents. Radio and television professionals are community connectors, working on the front line of their towns and cities to deliver essential information Pennsylvanians need, when it matters most. Professional broadcast journalists are often first responders when breaking news stories happen and become the first line of communication between emergency and public safety officials and the public they are charged with helping communicate critical information. Broadcasters are the faces and voices connecting communities to the news they cover.

On a direct basis, Pennsylvania's broadcast industry employs 7,205 people, generates \$515.6 million in economic impact, and creates \$53.8 million in state and local tax revenue. Overall, the industry contributes \$2.7 billion to the economy, supports and sustains 19,139 jobs, and generates \$198.3 million in state and local tax revenues.

### IMPACT OF PAB ON PENNSYLVANIA



### COMBINED RADIO AND TELEVISION IMPACTS

	EMPLOYMENT IMPACT (JOBS)	VALUE ADDED (GDP)	STATE AND LOCAL TAXES
DIRECT	7,205	\$515,630,802	\$53,758,828
INDIRECT	2,435	\$1,269,599,332	\$62,244,113
INDUCED	9,499	\$869,951,916	\$82,281,208
<b>TOTAL</b>	<b>19,139</b>	<b>\$2,655,182,050</b>	<b>\$198,284,149</b>

Source: Parker Phillips using IMPLAN

# METHODS AND PROCESS

In January 2020, the PAB retained Parker Philips, Inc to update its economic impact study completed in 2018. The overall goal of this study was to provide a credible measure and assessment of the total economic, employment and state and local tax impact of the radio and television broadcasting industry in Pennsylvania. This economic impact study is reporting the net new contribution of the broadcasting industry to the state's gross domestic product (GDP).



## GIVING BACK TO THE COMMUNITY

The broadcasting industry plays an integral role in each market they serve through community service and education, which are intrinsic to their core mission and values. In fact, it would be challenging to find a radio or television broadcaster in the commonwealth that isn't invested in the health and well-being of their community. It is more than dollars and cents for these stations – it is about relationships, making connections and providing information and entertainment to their markets. Radio and television broadcasters give back in two main ways:

- 1) Stations and staff volunteering and donating at community events generating \$13.8 million annually. Like all industries with locations across the state, the broadcast community of PA is providing jobs and generating significant revenue, but unlike other industries broadcasters play a unique public role creating an opportunity for extended community impact through community toy drives, telethons, parades, openings, graduations and more.
- 2) Advertising is a main source of revenue for radio and television stations – airtime is valuable. Donating airtime through PSA's, PEP and NCSA spots in 2019 valued at \$1.6 million. Twenty nonprofits and government entities took advantage of the program. The largest users of the program include the Commonwealth of Pennsylvania and Pennsylvania National Guard.

Based upon survey data collected from PAB members, stations contributed an estimated \$11.1 million in radio and television airtime through airing additional PSA's for the community (\$3.7 million for television and \$7.4 million for radio).

# THE ECONOMIC IMPACT OF

## TOTAL RADIO IMPACT

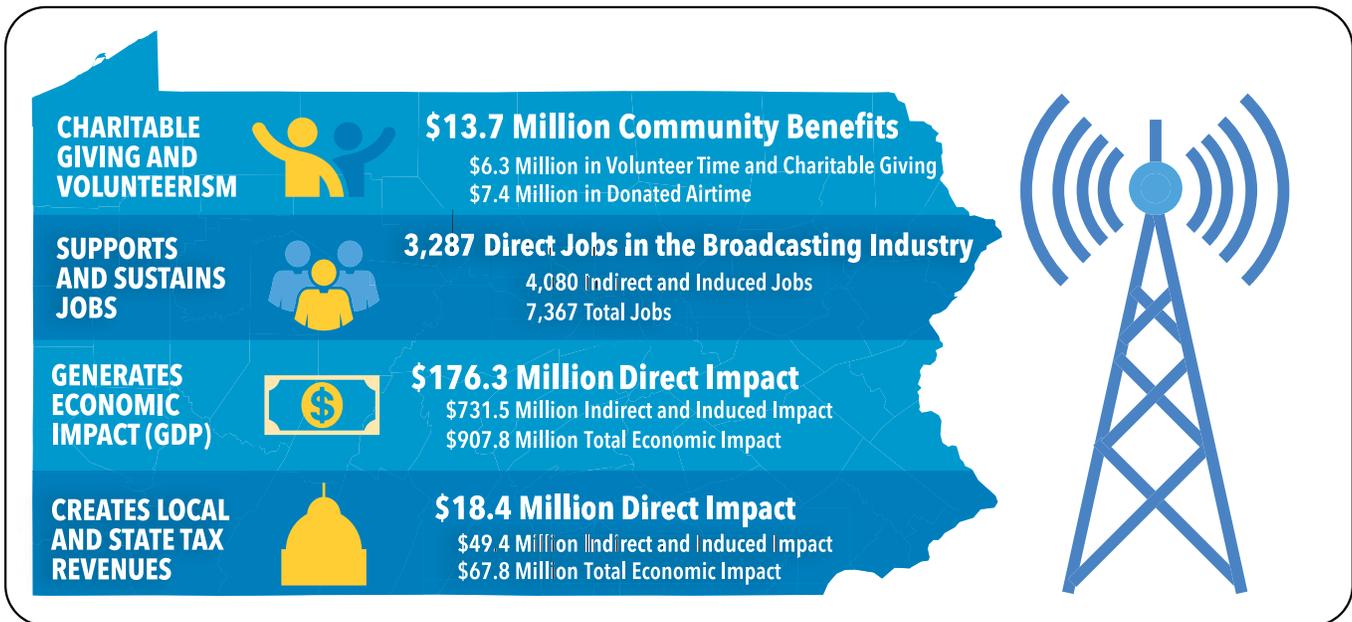
Pennsylvania's broadcasting industry, on a **direct basis**, employs 3,287 people, generates \$176.3 million in economic impact and creates \$18.4 million in state and local tax revenue.

*"As far as I'm concerned, it's a sacred responsibility. We are only in existence to serve the audience, so if the audience is in need it's our responsibility to help them as much as we can. It's all about connecting with people."*

- Jeff Brown

Morning Drive Host on "The Bus" WBUS-FM (93.7)  
Boalsburg, PA

## IMPACT OF PAB RADIO BROADCASTERS



### RADIO IMPACTS

	EMPLOYMENT IMPACT (JOBS)	VALUE ADDED (GDP)	STATE AND LOCAL TAXES
DIRECT	3,287	\$176,297,865	\$18,380,528
INDIRECT	832	\$434,085,106	\$21,281,708
INDUCED	3,248	\$297,442,792	\$28,132,534
<b>TOTAL</b>	<b>7,367</b>	<b>\$907,825,763</b>	<b>\$67,794,771</b>

Source: Parker Phillips using IMPLAN

# PENNSYLVANIA BROADCASTERS

## TOTAL TELEVISION IMPACT

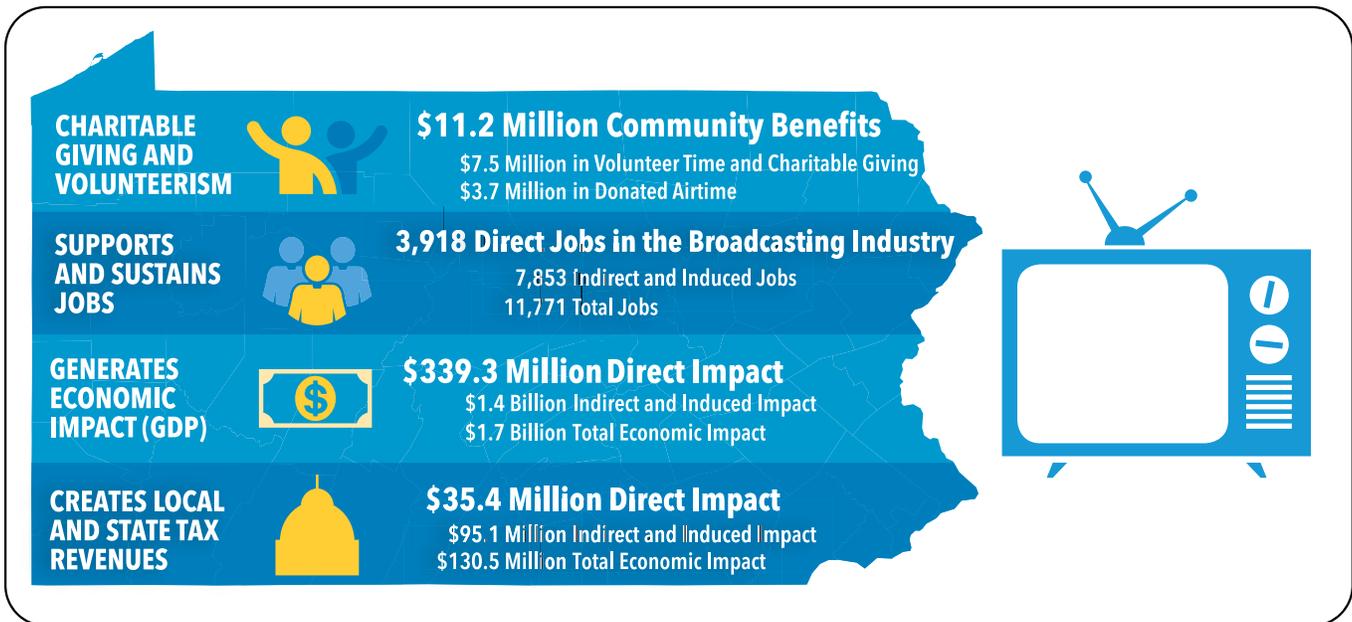
Pennsylvania's television broadcasting industry, on a **direct basis**, employs 3,918 people, generates **\$339.3 million** in economic impact and creates **\$35.4 million** in state and local tax revenue.

*"When you go out into the public, you're always working—you're representing the station and your reputation. It is part of your job, but to me that's not a job. It's a gift to be able to give back to our community."*

– Valerie Pritchett

Co-anchors abc27 News at 5 and abc27 News at 7  
Harrisburg, PA

## IMPACT OF PAB TELEVISION BROADCASTERS



### TELEVISION IMPACTS

	EMPLOYMENT IMPACT (JOBS)	VALUE ADDED (GDP)	STATE AND LOCAL TAXES
DIRECT	3,918	\$339,332,937	\$35,378,300
INDIRECT	1,602	\$835,514,226	\$40,962,405
INDUCED	6,251	\$572,509,124	\$54,148,674
<b>TOTAL</b>	<b>11,771</b>	<b>\$1,747,356,288</b>	<b>\$130,489,378</b>

Source: Parker Phillips using IMPLAN

# PAB OPERATIONS UPDATE 2019

## EXPANDING SERVICES AND PROVIDING VALUE

PAB shifted focus in 2019 to dig in on why our members find us useful, and find ways to increase our value to both our member stations, as well as the communities they serve. We spent the majority of 2018 rebranding the organization, relocating our operations to downtown Harrisburg, and laying the groundwork for a solid future. This year, we were able to expand offerings to members and stakeholders.

### HERE IS A BRIEF LIST OF HIGHLIGHTS FROM 2019:

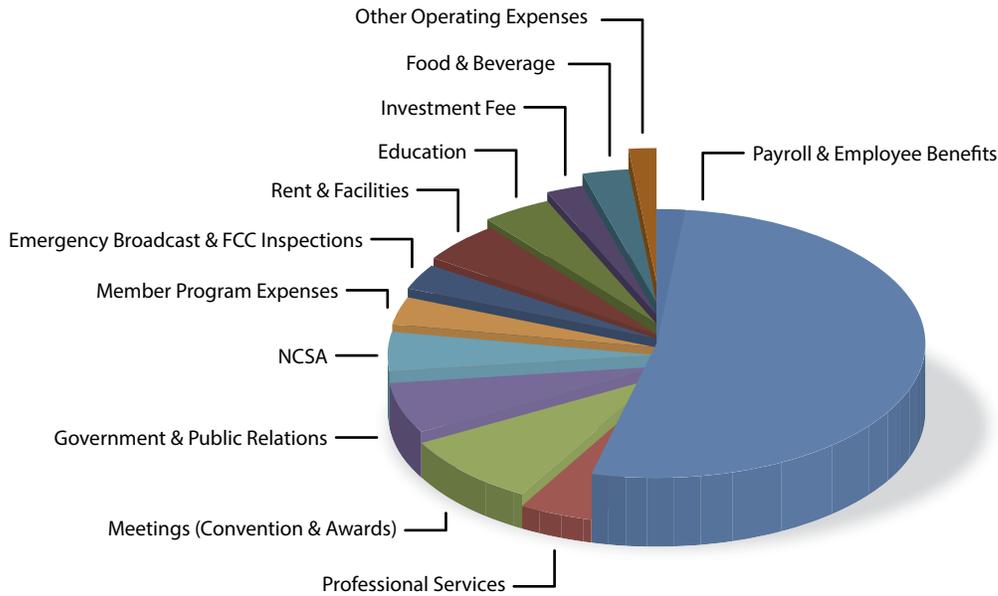
- **PAB's first webinar:** In April, we produced and hosted our first professional development webinar in partnership with our new PA Legal counsel at Ballard Spahr, entitled "Social Media Policy: What You Don't Know May Hurt You." In total, we provided 10 webinars on various topics and in partnership with the Michigan Association of Broadcasters.
- **New Pennsylvania-specific Legal Services:** Through a new partnership with Ballard Spahr, we now offer members a PA-specific legal hotline. This year we also provided members with a new Pennsylvania Legal Primer with guidance on local advertising rules related online gaming/sports betting, medicinal marijuana, tobacco and more.
- **Advocacy:** In addition to our semi-annual ventures to Washington, D.C. to meet with federal officials and the NAB, we saw some exciting local developments relative to elections. PAB was involved in a late push in 2019 to approve a bill to move the Pennsylvania primary forward five to six weeks in 2024. This will be a continuing story to watch in 2020 and beyond.

These efforts are a direct result of conversations with our membership. We are always searching for new ways to provide value to the PA broadcasting community.



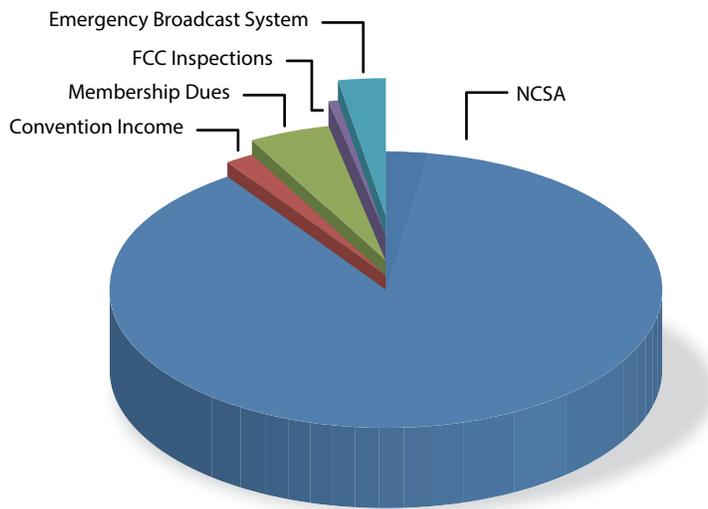
# FINANCIALS 2019

## EXPENSES



Payroll & Employee Benefits	54%
Professional Services	4%
Meetings (Convention & Awards)	9%
Government & Public Relation	6%
NCSA	5%
Member Program Expenses	3%
Emergency Broadcast & FCC Inspections	3%
Rent and Facilities	5%
Education	4%
Investment Fee	2%
Food & Beverage	3%
Other Operating Expenses	2%

## REVENUE



NCSA	90%
Convention Income	2%
Membership Dues	5%
FCC Inspections	<1%
Emergency Broadcast System	3%

Previous year's Form 990s can be found on the PAB website

## TEAM PAB:



**JOE CONTI**  
PRESIDENT  
JCONTI@PAB.ORG



**GAIL PONTI**  
VICE PRESIDENT  
MEMBER SERVICES  
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**CARTER WYCKOFF**  
VICE PRESIDENT  
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IT HAS BEEN OUR PLEASURE TO SERVE YOU AND ALL PA BROADCASTERS

# 2019

## ANNUAL REPORT AND ECONOMIC IMPACT UPDATE



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