



2020 ANNUAL REPORT



SUPPORTING THE NEEDS OF THE
PA BROADCAST COMMUNITY



JOE CONTI

PENNSYLVANIA ASSOCIATION
OF BROADCASTERS

PRESIDENT

GREETINGS,

The coronavirus pandemic, racial injustice, and a Presidential election like no other—what a trifecta we hit in 2020!

The coronavirus hit Pennsylvania in March in unprecedented fashion. Amid this uncertain time, it was Pennsylvania radio and television broadcasters who were there for our communities—providing the information we needed to know, often from make-shift home studios or with skeletal crews in studio. Virtually 24/7, broadcasters conveyed health warnings, CDC guidelines and recommendations, specifics of state and municipal states of emergency and the economic impact of the pandemic.

Medical safety concern turned to personal safety as the nation moved into a period of intense civil unrest surrounding the death of George Floyd. The National Guard was called out in our cities to maintain order over the Memorial Day holiday. National events of this time were reminiscent of the tumultuous 1960s. Again, Pennsylvania broadcasters kept us informed to help keep us safe during these trying times.

The 2020 Presidential Election produced another flashpoint for the media. Broadcasters, print reporters, anyone covering the day-to-day events of the campaign came under attack by a significant portion of the electorate. Calls of “fake news” before the election, and “stop the steal” after the election were an unrelenting tom-tom that reverberated through our society. As election day drew closer, the entire Pennsylvania electoral process became ground zero for a disinformation campaign—spawned on social media and promoted by a sitting President—that shook the foundation of our democracy. Proudly, Pennsylvania broadcasters were a beacon of truth and a comfort to the soul ensuring safety and order in our communities.

The Capitol Insurrection of January 6, 2021...blessedly this event will be the lead for next year's annual report.

To borrow the catch phrase of an old television show-2020 That Was the Year that Was! Pennsylvania broadcasters were present and on duty for it all. I am so looking for a bit of return to normalcy in 2021. Join me in that prayer.

Be safe and well.

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

JOE CONTI
PRESIDENT

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

Even with the 2020 pivot to all-virtual, we continued to provide these core service to our member stations:

PROFESSIONAL DEVELOPMENT/WEBINARS

Member stations enjoy free or discounted access to a variety of webinars to help staffers advance their knowledge and skills. In 2020, we presented 19 “Third Thursday” webinars on topics including regulation, sales and more. We are thankful to our partners at the Michigan Association of Broadcasters for their help in presenting.

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.

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.

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 2020. Job postings are always free for PAB members.

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.

NEW SERVICES FOR 2020

We are very excited to offer two brand new services to our member stations this year. Both initiatives are aimed at fostering a more equitable and inclusive environment for all station staff to grow both personally and professionally:

PAB BROADCAST INNOVATION GRANT PROGRAM

This grant program will foster continuing education and training for station managers and staff through a \$250 expense stipend, per participant, to assist in the cost of a member station's professional development needs.

The stipend may be used for any board-approved advancement program offered regionally or nationally. This includes events offered by NAB, RAB, TVB, NATPE, Conclave, CRS, and the Poynter Institute. If there is a program not on the list, please contact the PAB office to request special approval.

PAB BROADCAST ENGINEER FUTURES ENTERPRISE

This initiative will assist Pennsylvania broadcast stations in training, certification and sustaining high-quality engineering services through the following:

- The PAB will reimburse the Society of Broadcast Engineers (SBE) annual membership at the Elite Plus level of \$175. This top-of-the-line membership provides all SBE services, special activities and over 65 webinars. The PAB will also cover the costs of the SBE Certified Broadcast Technology (CBT) test and the study guide for the Electronics Technicians Association Certified Electronics Technician (CET) degree.
- The PAB will reimburse tuition for the Broadcast Engineer Distance Learning Course from the Cleveland Institute of Electronics (CIE) Broadcast Engineer Training and Certification. This includes 95 lessons and a total value of \$998. The PAB will also cover the cost of any Radio Frequency courses.

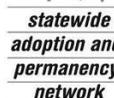
Applications for both programs are currently being accepted, please contact Gail Ponti gponti@pab.org or Joe Conti jconti@pab.org for more information.

NCSA PEP UPDATE 2020

With the help of our member stations, 2020 proved to be the strongest year on record for our statewide Non-Commercial Sustaining Announcements - Public Education Program (NCSA-PEP). 59 educational and awareness campaigns were broadcast across our member stations on behalf of Governmental agencies, non-profits, and charitable organizations. The generosity and support of our member stations is evident in the results that our NCSA clients receive in the form of spot time, to further their important initiatives.

The NCSA-PEP program actively requests donated airtime from radio and television stations across the Commonwealth, making the collective bank of spots available to governmental agencies, non-profit organizations, and charitable foundations to share their public education and awareness :15 and :30 second messages in exchange for a manageable fee. The NCSA program receives 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 NCSA program is intended for public education and awareness messaging designed to reach all Pennsylvanians. Some of our sponsors from 2020 included:



GOING ABOVE AND BEYOND

In 2020, as the global pandemic was affecting residents and businesses, the NCSA program stood at the ready to inform and assist through our network of stations. The NCSA program was utilized by the PA Department of Health to inform and educate residents on best practices during the flu season. In addition, the awareness and education campaigns surrounding the introduction of the COVID-19 vaccines was broadcast across multiple months in the NCSA program to provide maximum exposure to the informational messaging. The PA National Guard continued as one of our longest standing sponsors of the NCSA program, continuing to see the effects of their NCSA marketing campaign on their recruitment and retention 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 or call 717-482-4820.

THE PAB AWARDS GO ALL-VIRTUAL



Perhaps the biggest of our pandemic pivot's concerns the PAB Annual Meeting, a two-day event traditionally held in May that includes the PAB Gold Medal Dinner, and Awards of Excellence Luncheon. After the completion of the 2019 meeting, the executive team made the decision to move the event to March 30, 2020, which proved to be prescient decision that greatly impacted the organization.

As the COVID-19 pandemic unfolded in early March, it was clear that an in-person gathering of more than 250 people would have to be postponed. The Gold Medal Dinner and Awards ceremony were originally re-scheduled for June 8, 2020, but this again proved to be unsuitable as lockdowns and restrictions on indoor gatherings lingered into the summertime.

By June it was decided that the Gold Medal Dinner would need to be postponed until at least 2021, but we were determined to still honor the work of station staff through the Awards of Excellence. Therefore, PAB leadership made the decision to pivot to an all-virtual awards ceremony.

The Virtual PAB Awards ceremony was broadcast live on Youtube and Facebook on Friday, October 2, 2020. In total, more than 70 awards were presented in a variety of categories, giving stations throughout the Commonwealth, along with their friends and family, an opportunity to recognize their peers and celebrate the exceptional work being done by Pennsylvania broadcasters. Even Pennsylvania Governor Tom Wolf got in on the celebrations, delivering welcoming remarks at the start of the broadcast.



Watch the 2020 Broadcast:
<https://youtu.be/W9UTtkCuM0w>



Additionally, the PAB presented Broadcaster of the Year honors to two venerable stalwarts of the Harrisburg television and radio market – Sue Campbell, co-host of the WINK Wake-Up Show, and Alicia Richards, longtime co-anchor of ABC27's 5:00, 6:00 & 11:00 p.m. newscasts. Both honorees gave heartfelt acceptance speeches that were highlights of the broadcast.

Social media posts lit up during the broadcast, with winners and others using the hashtag #PABAwards to share in the excitement and good cheer together. The virtual ceremony proved to be a tremendous success, and we look forward to continuing with this new live broadcast format in years to come.

We also look forward to the rescheduling of the Gold Medal Dinner for 2021, when we will (finally) honor Perry Sook, Kristen Cantrell, The Steinman family, and the Police Athletic Leagues of Philadelphia and Abington, PA.

PAB BOARD OF DIRECTORS: 2020



CHAIRMAN OF THE JOINT BOARD

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



CHAIRWOMAN – TELEVISION

PAM FORSYTH, GM
WICU/WSEE-TV



CHAIRMAN – RADIO

VINCE BENEDETTO, OWNER
BOLD GOLD MEDIA GROUP



SECRETARY

CHARLES WOLFERTZ, PRESIDENT/GM
WTAE-TV



TREASURER

MIKE SHERRY, VICE PRESIDENT OF SALES
FOREVER MEDIA, INC.



PAST CHAIRMAN

JIM LOFTUS, COO
SEVEN MOUNTAINS MEDIA

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WHTM-TV



DENNIS BIANCHI, PRESIDENT/GM
WTFX-TV



BILL BRADLEY, GM
WHP-TV



PHIL DUBROW, VP/GM
WTAJ-TV



VINCE GIANNINI, SVP/GM
WPHL-TV



RIC HARRIS, GM
WCAU-TV NBC10 & TELEMUNDO 62



KEVIN HAYES, PRESIDENT/GM
WPXI-TV



BERNIE PRAZENICA, PRESIDENT/GM
WPVI-TV



BRANDIN STEWART, PRESIDENT/GM
KYW/WPSG-TV



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WPMT FOX 43 TV

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BEASLEY MEDIA GROUP, LLC



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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/WPQP/WQQP/WCPA
SEVEN MOUNTAINS MEDIA

AT-LARGE DIRECTORS



JUSTIN ANTONIOTTI, PRESIDENT/GM
WGAL-TV



RICH COOK, GM
WPGH/WPMY-TV



BARRY FISHER, PRESIDENT/GM
WFMZ-TV



MATT LIGHTNER, PRESIDENT
LIGHTNER COMMUNICATIONS



MICHAEL SPACCIAPOLLI, SVP & MARKET MANAGER
ENTERCOM PITTSBURGH



EZIO A. TORRES, GM
URBAN 1 PHILADELPHIA

DIRECTORS EMERITUS



JERRY LEE
SPOT Q SERVICES INC.



FRED YOUNG
HEARST TELEVISION - RETIRED



DAN SPEARS, VP, INDUSTRY RELATIONS
BMI

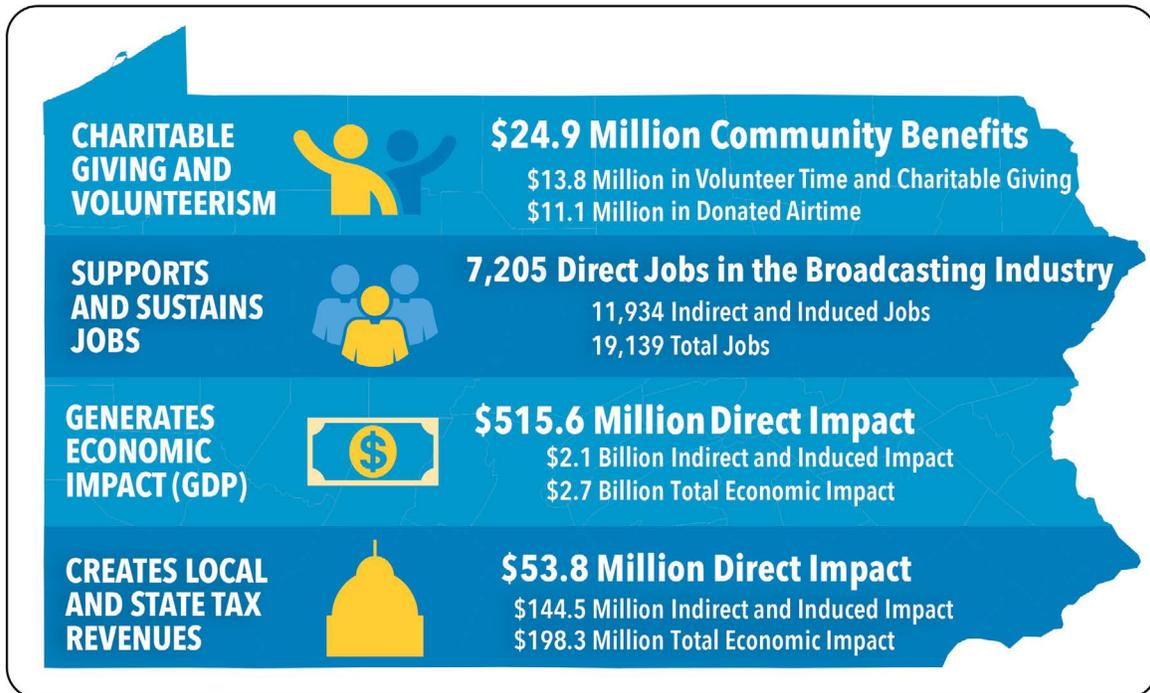
ASSOCIATE DIRECTOR

THE ECONOMIC IMPACT OF PENNSYLVANIA BROADCASTERS

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.

Below is a brief overview of the PAB's 2019 Economic Impact study, outlining the direct, indirect and induced spending that Pennsylvania radio and television stations produce on an annual basis:

IMPACT OF PAB ON PENNSYLVANIA



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
TOTAL	11,771	\$1,747,356,288	\$130,489,378

Source: Parker Phillips using IMPLAN

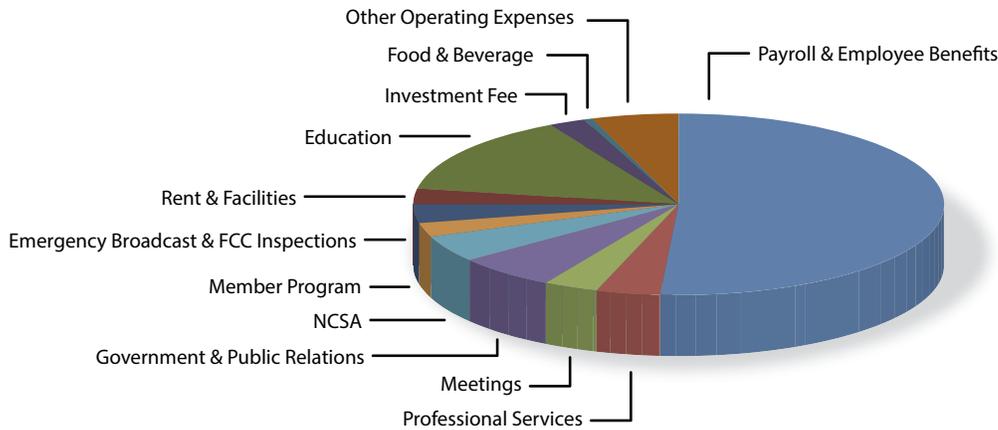
RADIO IMPACTS

	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
TOTAL	7,367	\$907,825,763	\$67,794,771

Source: Parker Phillips using IMPLAN

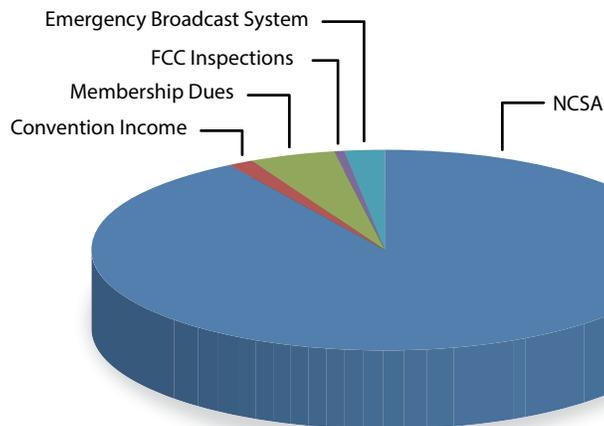
FINANCIALS 2020

EXPENSES



Payroll & Employee Benefits	51.46%
Professional Services	3.81%
Meetings (Convention & Awards)	3.32%
Government & Public Relation	6.16%
NCSA	4.82%
Member Program Expenses	2.30%
Emergency Broadcast & FCC Inspections	3.57%
Rent and Facilities	2.74%
Education	14.09%
Investment Fee	2.28%
Food & Beverage	0.14%
Other Operating Expenses	5.29%

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:



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CARTER WYCKOFF
VICE PRESIDENT
SALES
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IT HAS BEEN OUR PLEASURE TO SERVE YOU AND ALL PA BROADCASTERS

2020

ANNUAL REPORT AND ECONOMIC IMPACT UPDATE



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FACEBOOK AND TWITTER

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twitter.com/PABroadcasters