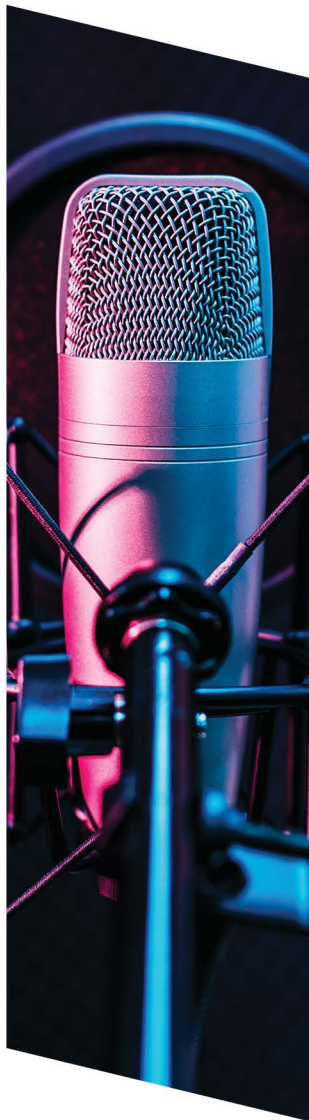




**SUPPORTING THE NEEDS OF
THE PA BROADCAST COMMUNITY**



2022 ANNUAL REPORT





JOE CONTI

PENNSYLVANIA
ASSOCIATION
OF BROADCASTERS
PRESIDENT

THE FUTURE OF BROADCASTING IS NOW

In 2022 the broadcast ship veered away from the rocks and back to the deep channel of stability. The coronavirus pandemic began to recede and in-person meetings returned to approach business normalcy. The midterm election results of 2022 reinforced an America contemplating a return to the moderate center in government policy and social morays.

Pennsylvania broadcasters were also able to return to what they do best—local radio and television programming and reporting that were vital to and representative of their demographic communities. The future is bright for Pennsylvania broadcasters as the outstanding quality of their productions ensure the continued viability of local programming and journalism.

The Board of Directors continues to lead the PAB as a valued resource to the state's 39 television and 366 FCC commercially licensed broadcast stations. Station IT/Engineers are growing through PAB provided Elite Membership to the Society of Broadcast Engineers (SBE) services and development programs. The Innovation Grant Program grows in utilization every year. Our professional development program offerings through P1 Learning and the RAB are very popular with member stations. And the Third Thursday Webinars Series resulted in 15 webinars with scores of participants.

The PAB began several new talent and staffing strategies, one being the BroadcastPaNow initiative to entice Pennsylvania high school students to consider careers in broadcasting. More to report on this program in 2023. Research shows that high school is the best time to enthuse students about careers in broadcasting. So the PAB is implementing strategies in that direction.

The PAB federal and state advocacy efforts are central to our services for PA broadcasters. In concert with the NAB, we are vigilant on FCC regulatory matters and policy proposals in Congress. In addition to our yearly defense of no new tax on music aired by radio stations, we began to fight the loss of AM radio capabilities in first electric, and now all automobiles. At the state level we support legislation moving the Pennsylvania Presidential Primary to mid-March and monitor proposed legislation on non-compete contracts and broadcast rights of high school sporting events.

Company consolidations continue, the FCC is politically deadlocked with an on-going vacancy, the evolution of streaming continues and the impact of sports betting on the viewership of sports seems to impact everything. Challenges yield opportunity to change and grow for Pennsylvania broadcasters. The PAB Board and staff will be there every step of the way. The privilege to serve continues.

All the best,

JOE

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. The PAB also encourages the highest standards in broadcasting and recognizes program excellence through our annual awards.

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PAB CORE SERVICES

PROFESSIONAL DEVELOPMENT/WEBINARS

With our partners at P1 Learning, RAB, and Michigan Association of Broadcasters.

EMERGENCY ALERT SYSTEM (EAS)

FCC-mandated plan to rapidly distribute public safety warnings and information.

ALTERNATIVE BROADCAST INSPECTION PROGRAM (ABIP)

Save time and money through FCC-style inspections of station infrastructure.

JOB POSTINGS

ALWAYS FREE for members on the PAB website Job Board.

STATE AND FEDERAL LEGAL SERVICES

David Oxenford of Wilkenson Barker Knaur, LLP for federal issues, and Ballard Spahr, LLP for state issues.

BROADCAST INNOVATION GRANTS

A \$250 expense stipend, per participant per event, for courses offered by NAB, RAB, TVB, NATPE, Conclave, CRS, Poynter Institute, or any other professional development opportunity.

BROADCAST ENGINEER FUTURES ENTERPRISE

To help train the next generation of homegrown engineering talent, PAB will reimburse member stations for the cost of Society of Broadcast Engineers (SBE) annual membership plus additional learning and certification opportunities.

For more information about member services, please contact **Gail Ponti** gponti@pab.org

NCSA PEP UPDATE 2022

Thank you, NCSA participating stations! With your continued support, 2022 set a high-water mark for most campaigns aired in a year in our statewide Non-Commercial Sustaining Announcements - Public Education Program (NCSA-PEP).

More than 70 educational and awareness campaigns were broadcast across our member stations in 2022, bringing valuable educational and awareness messages to the public. The dedication and continued support from our member stations is evident in the results that our NCSA clients receive 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 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 2022 included:



MEETING THE MOMENT

According to the Department of Health, opioid overdoses continued to rise in Pennsylvania in 2022.

The PA Department of Health is the state's leader in educating the public on the use of Naloxone and the related standing order.

The PA Department of Health's "Naloxone" campaign, focusing on Opioid Overdose and Naloxone training and administration ran across PAB's radio and television partners for multiple months in 2022, reaching residents across the Commonwealth.



For more information on how to get involved as a station partner or to learn more about the NCSA program, 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**.

PAB AWARDS FOR EXCELLENCE IN BROADCASTING

RETURN TO IN-PERSON FESTIVITIES



After a lengthy and protracted 2-year hiatus to in-person events, the Pennsylvania broadcast community made a joyful return to downtown Harrisburg on May 6 for the annual 2022 PAB Awards for Excellence in Broadcasting. More than 80 award winners representing stations and markets large and small were recognized and received their physical award statue.

“We are thrilled to be back in Harrisburg to shine a spotlight on the tireless work done by station staff across the Commonwealth,” said Joe Conti, President and CEO of PAB.



In addition to the station awards, PAB presented Broadcaster of the Year honors to **Sue Campbell**, longtime co-host of the *WINK Wake Up Show* on WNNK-FM, and **Alicia Richards**, longtime co-anchor of ABC27 News. Both had been recognized during the 2020 all-virtual program. But given the return to in-person gatherings, PAB leadership felt both deserved to get the full recognition in line with their award.



This year also marks the official split of the PAB Gold Medal Dinner and Awards ceremonies. The Gold Medal Dinner was moved to December and took on its own significance, as detailed on the next page.

GOLD MEDAL DINNER

Legendary Voice of 76ers Marc Zumoff Receives PAB Gold Medal

It was truly a night of Cherry and White in Philadelphia as PAB brought together a memorable slate of honorees for the annual Gold Medal Dinner on December 15. The evening began with a surprise performance from the Temple Owl Marching Band, much to the delight of the many Temple University alumni in the audience.



Marc Zumoff, Philadelphia's beloved 76ers play-by-play announcer for more than 39 seasons, received PAB's highest honor, the Gold Medal. Zumoff was recognized alongside fellow Temple alum and ESPN anchor, **Kevin Negandhi**, who received the 2022 Broadcaster of the Year honor. Temple University's dean of the Klein College of Media and Communications, **David Boardman**, was recipient of the Lew and Janet Klein "Making a Difference" Award.

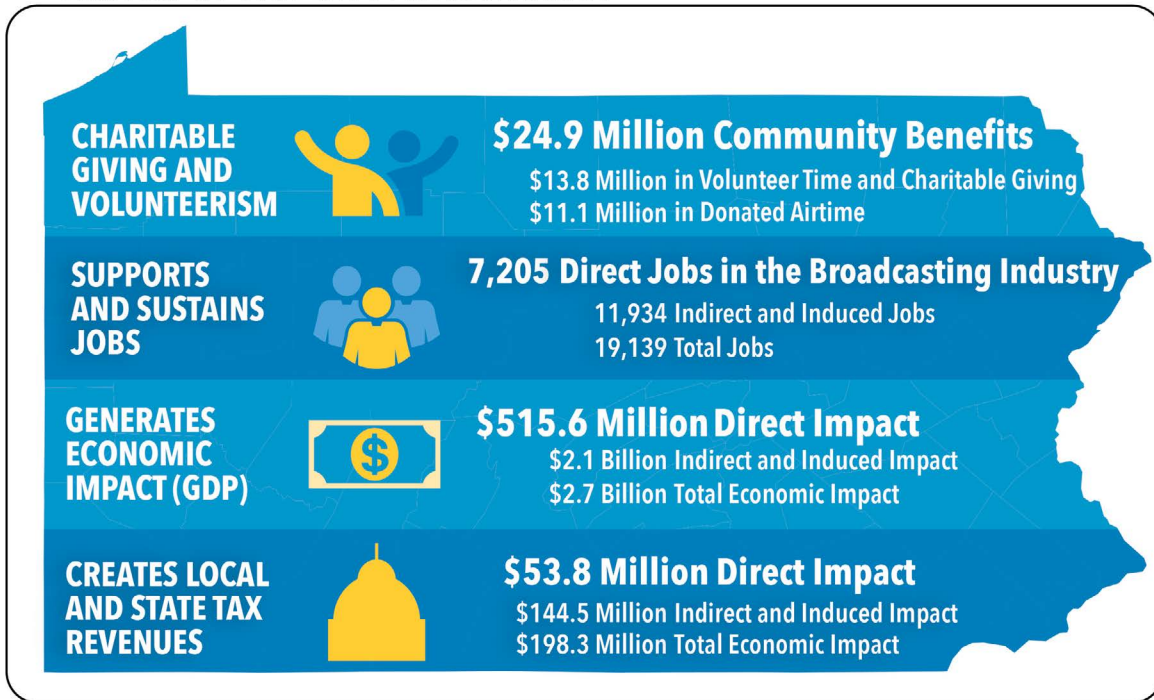
Lynn Deppen, president of Forever Media, was the recipient of the 2022 PAB Hall of Fame Award. A special PAB Spotlight award was also presented to the **Lynett-Haggerty Family**, owners of Times-Shamrock Communications, in honor of the family's more than 100 years of continuous ownership and operation of independent media outlets.



THE ECONOMIC IMPACT OF PENNSYLVANIA BROADCASTERS

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. We intend to update these figures for 2023-24 fiscal year:

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

POINT PARK UNIVERSITY SUMMER CAMP



The first high school Radio/TV Broadcast Summer Camp sponsored by the Pennsylvania Association of Broadcasters (PAB) took place July 11-15, 2022, hosted by Point Park University. It was a full week of hands-on experience in the world of broadcasting for Pittsburgh-area high school students.



Throughout the week, the students created and recorded in the TV and podcast studios at Point Park University under the guidance of faculty and made direct connections with radio and TV professionals from the area, including local anchors Kelly Sasso and Elana LaQuatra and meteorologist Jeff Verszyla. They also heard from professionals in various departments including sales, creative services, and engineering.



Students toured the offices of Brunnerworks and learned of the importance of advertising in broadcast revenue. PPU alumni and producer Emily DeShantz and creative director Jackie Murray walked them through the steps in developing a commercial campaign from writing to hiring talent to production.



iHeart Media Pittsburgh met the students in the Point Park University studio where they heard from VP programming director David Edgar and on-air personalities Tall Cathy, Ally Bear, Travis Marzina, and Jonny Hartwell along with promotions director Dan Quindlen.

Highlights of the week included a tour of WTAE's 60,000-square-foot Hearst facility with the guidance of VP General Manager and PAB board member Chuck Wolfertz. Vice President of Sales from Forever Media and PAB board member Mike Sherry met with students and explained how Nielsen markets work. Students also heard from Vice President and General Manager of WTAJ-TV in Altoona and PAB board member Phil Dubrow, who offered background on sales and promotions in broadcast.

PAB BOARD OF DIRECTORS: 2022



CHAIRMAN OF THE JOINT BOARD

VINCE BENEDETTO
OWNER
BOLD GOLD MEDIA GROUP



CHAIRWOMAN - TELEVISION

PAM FORSYTH
GM
WICU/WSEE-TV



CHAIRMAN - RADIO

MIKE SHERRY
VICE PRESIDENT OF SALES
FOREVER MEDIA, INC.



SECRETARY

CHARLES WOLFERTZ
PRESIDENT/GM
WTAE-TV



TREASURER

BOBBI CASTELLUCCI
MARKET MANAGER/GM
SEVEN MOUNTAINS MEDIA, ALTOONA



PAST CHAIRMAN

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

TELEVISION DIRECTORS



BOB BEE
VP/GM
WHTM-TV



DENNIS BIANCHI
PRESIDENT/GM
WTXF-TV



BILL BRADLEY
GM
WHP-TV



PHIL DUBROW
VP/GM
WTJA-TV



BARRY FISHER
PRESIDENT/GM
WFMZ-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



CHRIS TOPF
VP/GM
WPMT FOX 43 TV

RADIO DIRECTORS



JOE BELL
VP/MARKET MANAGER
BEASLEY MEDIA GROUP, LLC



MARK BERTIG
VP/GM
RENDA BROADCASTING



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



JIM LOFTUS
COO
SEVEN MOUNTAINS MEDIA



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



RICH COOK
GM
WPGH/WPMY-TV



CINDY DELUCA
PRESIDENT/GM
WGAL-TV



JULIE EISENMAN
PRESIDENT/GM
WNEP-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

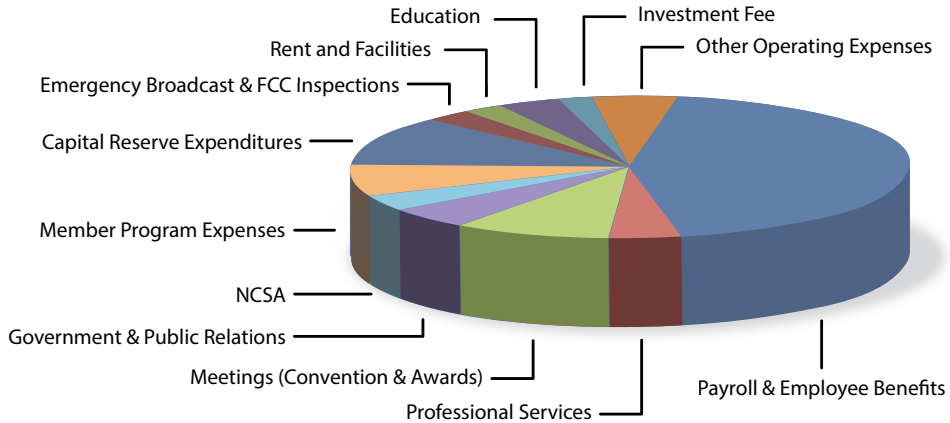


DAN SPEARS,
VP, INDUSTRY RELATIONS
BMI

ASSOCIATE DIRECTOR

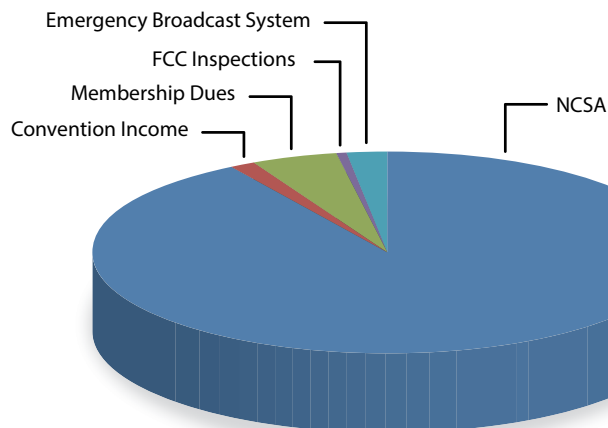
FINANCIALS 2022

EXPENSES



Payroll & Employee Benefits	44.44%
Professional Services	4.00%
Meetings (Convention & Awards)	9.08%
Government & Public Relations	5.15%
NCSA	3.65%
Member Program Expenses	7.20%
Capital Reserve Expenditures	10.931%
Emergency Broadcast & FCC Inspections	2.91%
Rent and Facilities	2.15%
Education	3.56%
Investment Fee	2.05%
Food & Beverage	0.00%
Other Operating Expenses	4.88%

REVENUE



NCSA	92.49%
Convention Income	1.57%
Membership Dues	3.75%
FCC Inspections	.04%
Emergency Broadcast System	2.14%

Previous years Form 990s can be found on the PAB website

TEAM PAB:



BILL ZEIDERS

DIRECTOR, SOCIAL
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WZEIDERS@PAB.ORG



GAIL PONTI

VICE PRESIDENT
MEMBER SERVICES
GPONTI@PAB.ORG



CARTER WYCKOFF

VICE PRESIDENT SALES
CWYCKOFF@PAB.ORG

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



2022

ANNUAL REPORT AND ECONOMIC IMPACT UPDATE



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