



SUPPORTING THE NEEDS OF THE PA BROADCAST COMMUNITY



2023 ANNUAL REPORT



JOE CONTI

**PENNSYLVANIA
ASSOCIATION
OF BROADCASTERS
PRESIDENT**

ADVANCING THE VALUE OF PAB MEMBERSHIP

Pennsylvania broadcast stations offer the very best in programming, journalism and entertainment to their local communities. While the media landscape changes and evolves, Pennsylvania radio and television broadcasters continue to earn the respect of listeners and viewers. Local radio and television programming is the most trusted community service of all media.

In 2023, the Board began to plan, refine and implement strategies for talent acquisition and staffing. The PAB Broadcast Career on-air and social media promos ran on Facebook, Youtube, Instagram and LinkedIn. Many member stations saw an increase in applicants, interviews and hires from the program.

Attracting young people to broadcast careers begins in high school, and we have again answered the call through the The PAB BroadcastNowPA initiative, administered by our partners at EMediaWorks. Read more about this exciting initiative later in this report.

The end of 2023 provided a preview of coming attractions for a new paid internship program and participation in the Mid Atlantic Media and Broadcast Convention in Columbus Ohio for Pennsylvania broadcast engineers and IT specialists. And 2024 will offer unprecedented electoral activity for the office of the President, United States Senator and many members of Congress.

The PAB Board of Directors and staff strive to offer services to benefit our Pennsylvania radio and television stations. These programs offer an annual value of over \$8,000 - a significant return for annual dues that have not been increased in decades. The privilege to serve continues.

All the best - Joe

PAB MEMBER STATION ANNUAL VALUE

OVER \$8,000

PAB Internship Program	\$2700/ per intern
State and Federal Legal Hotline	\$750
RAB Leadership Masterclass	\$1500 per person
RAB Sales Training and Certification	\$350 per person
PI Plus Advanced Training Program	\$700 per person
PI 10 Minute Trainer Network SBE Member Plus Annual Dues Livestreamed Webinars	\$250 per person
Innovation Grant + Professional Development Program	\$250 per person per event
Broadcaster On-air and Social Media Promos	\$250 value
SBE Member Plus Annual Dues	\$175 IT/Broadcast Engineer
Livestreamed Webinars	\$500 value
Harrisburg and Washington, D.C. Lobbying	\$250
ABIP - Alternative Broadcast Inspection Program	\$250-\$500
PAB Important Alerts and FCC Reminders	Priceless!

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

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.

For more information, please contact **Carter Wyckoff, Vice President of Sales**, via e-mail at cwyckoff@pab.org or call **717-482-4820**.

The NCSA program is intended for public education and awareness messaging designed to reach all Pennsylvanians. Some of our sponsors from 2023 included:



THE FUTURE OF AM RADIO TAKES CENTER STAGE IN WASHINGTON

This year, nearly all major car manufacturers revealed plans to not include AM radio in future models of electric and certain gas-powered cars. With a mandated 2035 deadline for US conversion to all-electric vehicles, the threat to AM radio is real and current, and FM will be next.

The fight for the future of radio in cars, and against the subscription-service mania of auto manufacturers, has afforded radio the opportunity to show the enduring popularity of radio in both listenership and efficacy in the radio advertising spend.

NAB is taking the lead on this issue with their WeAreBroadcasters webpage, and has developed a toolkit for broadcasters that includes radio spots and information to appeal to listeners. Please take the time to avail yourself of these tools and join in the advocacy effort. The future is now!

PAB AWARDS FOR EXCELLENCE IN BROADCASTING



During the month of May, the lively members of the Pennsylvania broadcast community made an excited homecoming to downtown Harrisburg, for the annual **2023 PAB Awards for Excellence in Broadcasting**. Station staff and on-air talent were honored for their outstanding contributions to local communities, representing stations and markets large and small across the Commonwealth.

In addition to the station awards, PAB presented **Broadcaster of the Year** honors to **George Graham**, weekday evening host on WVIA, and **Joe Snedeker**, meteorologist, and reporter for WNEP. At the luncheon, 87 awards were given out to 47 different stations and broadcast groups, making a commemorating occasion in our local broadcast community.

The Awards also featured a new program segment, **Broadcast Now**, which presented the inaugural award to Indiana County Technical Center for its outstanding work showcasing careers in the broadcast industry. *Read more about the **Broadcast Now** Program on page 11.*



This year event was the first time in three years without a COVID coverage category, as President of PAB, Joe Conti says, ***“we are putting the pandemic in the rear-view mirror.”***

GOLD MEDAL DINNER



Edgar Snyder, renowned Western PA attorney, received PAB's highest honor, the Gold Medal. Snyder is known throughout Western Pennsylvania for his television advertisements for free legal consultations. Throughout his career, he has been known for being an advocate for injury victims and those with disabilities.

The Miracle League of Southwestern PA was the recipient of the **"Making a Difference" award**, sponsored by Janet and Lew Klein. The Miracle League also champions the cause of aiding those with disabilities, through creating baseball leagues for special needs individuals, in Cranberry Township.

Bill Hillgrove and Ray Goss, two Pittsburgh sports staples, were both inducted into PAB's Hall of Fame at this year's awards. Hillgrove has been a perennial voice in the Pittsburgh media market for decades, serving as play-by-play announcer for the Pittsburgh Steelers and University of Pittsburgh Panthers football and basketball teams. Goss has been the host of Duquesne University's men's basketball games for over four decades. Both individuals are cherished members of the Pittsburgh sports community and are now embraced members of the Pennsylvania Association of Broadcasters Hall of Fame.

TWO PITTSBURGH SPORTS LEGENDS ARE HONORED AT GOLD MEDAL DINNER:

This year's Gold Medal Dinner was an evening that bled Black and Gold, as multiple Pittsburgh legends were honored at the awards held in September. This year was the first Gold Medal Dinner and Awards to be held in Pittsburgh, with the list of honorees standing as beloved representatives of the passionate city.



THE ECONOMIC IMPACT OF PENNSYLVANIA BROADCASTERS

UPDATED 2024

INTRODUCTION:

The television and radio stations that make up Pennsylvania's broadcast industry play a vital role in the community. Pennsylvania's television and radio stations share news, vital public safety information, and give community partners a platform to grow their events, promote arts and culture, and serve the underserved. The industry reflects the pulse of the community through every broadcast.

METHODS AND PROCESS:

In June 2023, the Pennsylvania Association of Broadcasters retained Parker Phillips, Inc to update its economic impact study completed in 2020. 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 analysis shows the economic, employment, and local and state tax impact of the television and radio broadcasting networks throughout the Commonwealth of Pennsylvania. This economic impact study is reporting the net new contribution of the broadcasting industry to the state's gross domestic product (GDP).



STUDY YEAR:
2023

STUDY TYPE:
Economic Impact

GEOGRAPHY:
Pennsylvania

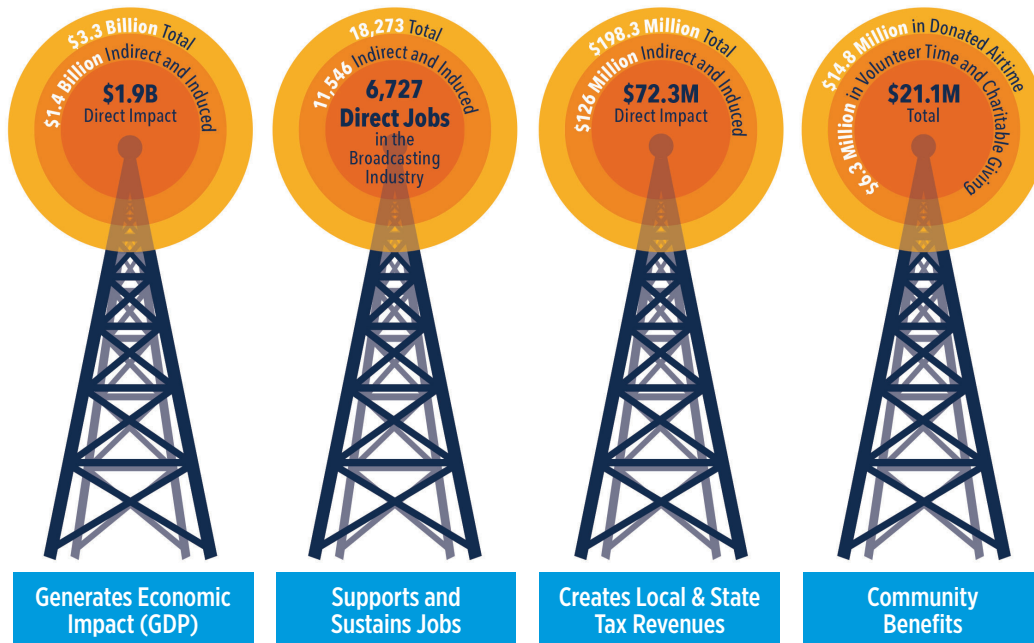
METHODOLOGY:
IMPLAN

NAICS CODE:
5151 Television
and Radio
Broadcasting

THE ECONOMIC IMPACT OF PENNSYLVANIA BROADCASTERS

UPDATED 2024

On a direct basis, Pennsylvania's broadcast industry employs **6,727** people, generates **\$1.9 billion** in economic impact, and creates **\$72.3 million** in state and local tax revenues. Overall, the industry contributes **\$3.3 billion** to the economy, supports and sustains **18,273 jobs**, and generates **\$198.3 million** in state and local tax revenues.



RADIO IMPACT

	EMPLOYMENT IMPACT (JOBS)	LABOR INCOME	VALUE ADDED (GDP)	OUTPUT
DIRECT	3,287	\$533,413,309	\$556,243,928	\$503,921,920
INDIRECT	307	\$59,914,264	\$68,867,831	\$92,049,143
INDUCED	2,888	\$181,780,872	\$304,091,640	\$514,822,224
TOTAL	6,482	\$775,108,445	\$929,203,339	\$1,110,793,288

TELEVISION IMPACT

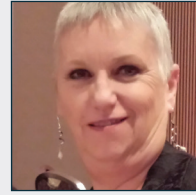
	EMPLOYMENT IMPACT (JOBS)	LABOR INCOME	VALUE ADDED (GDP)	OUTPUT
DIRECT	3,440	\$1,357,095,653	\$1,422,766,685	\$1,449,504,000
INDIRECT	882	\$172,340,124	\$198,094,570	\$264,774,356
INDUCED	7,469	\$469,995,897	\$786,202,285	\$1,330,987,251
TOTAL	11,791	\$1,999,431,674	\$2,407,063,540	\$3,045,265,607

PAB BOARD OF DIRECTORS: 2023



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

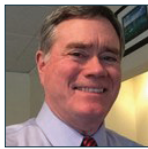
TELEVISION DIRECTORS



BOB BEE
VP/GM
WHTM-TV



DENNIS BIANCHI
PRESIDENT/GM
WTFX-TV



BILL BRADLEY
GM
WHP-TV



PHIL DUBROW
VP/GM
WTAJ-TV



BARRY FISHER
PRESIDENT/GM
WFMZ-TV



VINCE GIANNINI
SVP/GM
WPHL-TV



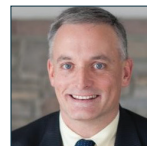
RIC HARRIS
GM
WCAU-TV NBC10 & TELEMUNDO 62



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



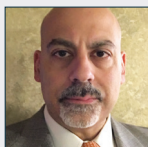
MARK BERTIG
VP/GM
RENDA BROADCASTING



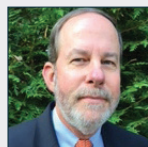
DAVE DAVIES
MARKET MANAGER/GM
FOREVER MEDIA INC. YORK



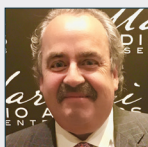
DONALD FREDEEN
PRESIDENT
WESB/WBRR



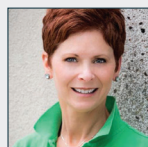
RON GIOVANNELLO
REGIONAL VP
CUMULUS MEDIA PENNSYLVANIA



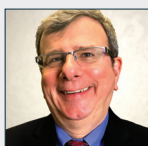
PHILLIP HUNT
PRESIDENT/GM
WNPV



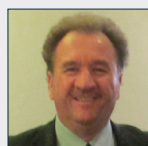
JIM LOFTUS
COO
SEVEN MOUNTAINS MEDIA



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

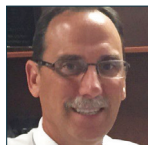


JAY PHILIPPONE
PRESIDENT
PRIORITY COMMUNICATIONS

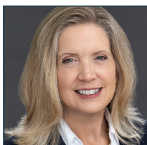


“MOOSE” ROSANA
GM
WIFT/WKFT/WPQP/WQQP/WCPA
SEVEN MOUNTAINS MEDIA

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

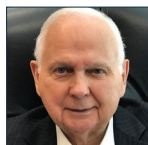


MICHAEL SPACCIAPOLLI
SVP & MARKET
MANAGER
ENTERCOM PITTSBURGH



EZIO A. TORRES
GM
URBAN 1 PHILADELPHIA

DIRECTORS EMERITUS



JERRY LEE
SPOT & SERVICES
INC.



FRED YOUNG
HEARST TELEVISION -
RETIRED



DAN SPEARS,
VP, INDUSTRY RELATIONS
BMI

ASSOCIATE DIRECTOR



FIND YOUR DREAM JOB

www.PAB.org/jobs

PAB LAUNCHED ONLINE RECRUITMENT CAMPAIGN TO PROMOTE PA BROADCAST CAREERS

In response to calls for help with statewide talent recruitment efforts, the PAB partnered with digital media departments at several member stations to create original 30-second advertisements promoting careers in the Pennsylvania broadcast industry.

The team then developed a digital advertising campaign to drive traffic directly to the PAB website and job board through social media platforms including Facebook/Instagram, Youtube, and LinkedIn.

Early results from the campaign as reported in Google Analytics show a substantial increase in online traffic to the PAB job board, with more than 8,000 unique sessions between October and December.

View the spots at: <https://www.youtube.com/watch?v=bYi0YTZXuvo>
<https://www.youtube.com/watch?v=UwCo1Nrmkbs>



BROADCAST NOW PROGRAM OFFERS CAREER EXPOSURE FOR HIGH SCHOOL STUDENTS

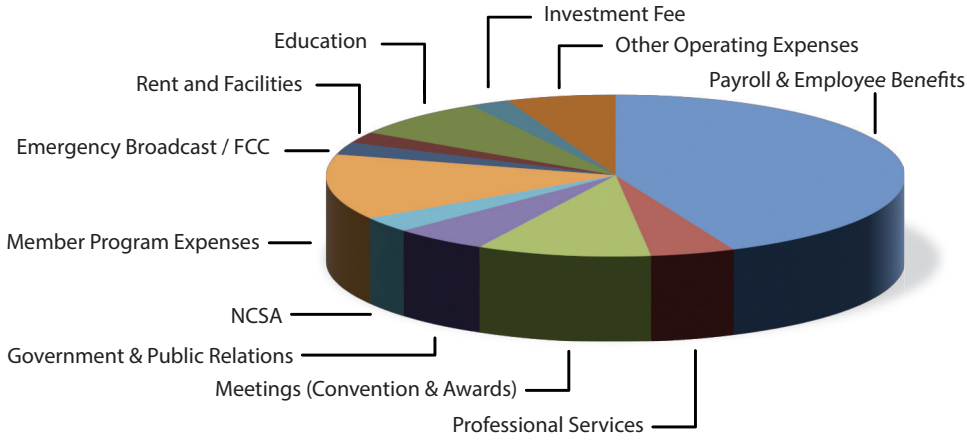
Modeled after the award-winning program, *What's so Cool about Manufacturing?* student video contest, the PAB launched a pilot program for four high schools across Pennsylvania in partnership with eMediaWorks. The Broadcast Now program pairs teams of high school students with local broadcasting stations over the course of the school year to create videos to promote broadcasting careers.

Student teams participated in a series of field trips to a local broadcast station, where they received tours and exposure to the various internal departments. Teams were then required to film and produce a series of videos promoting different jobs within the industry, as well as a 2-3 minute sizzle reel to promote the broadcast industry. The culmination of the program was a contest judged by members of the PAB. The winning team from Indiana County Technical Center received the inaugural Broadcast Now recognition at the PAB awards luncheon in May.

You can watch all entries and learn more about how to get involved at: <https://broadcastnowpa.com/>

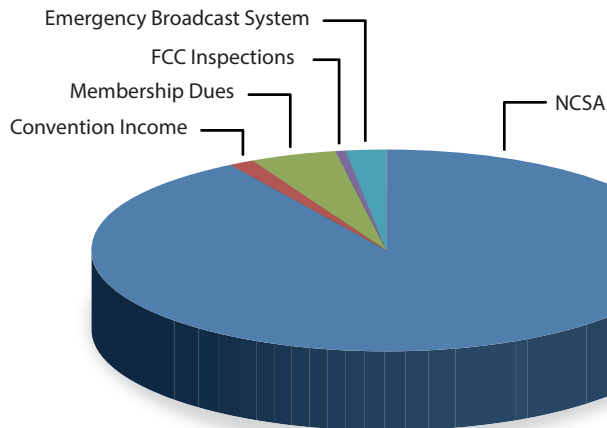
FINANCIALS 2023

EXPENSES



Payroll & Employee Benefits	43.42%
Professional Services	4.78%
Meetings (Convention & Awards)	9.79%
Government & Public Relations	5.32%
NCSA	2.99%
Member Program Expenses	12.88%
Capital Reserve Expenditures	0.00%
Emergency Broadcast & FCC Inspections	2.74%
Rent and Facilities	2.13%
Education	7.73%
Investment Fee	2.12%
Food & Beverage	0.01%
Other Operating Expenses	6.09%

REVENUE

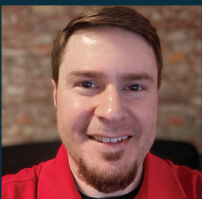


NCSA	90.19%
Convention Income	2.14%
Membership Dues	4.63%
FCC Inspections	0.13%
Emergency Broadcast System	2.90%

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



TEAM PAB:



BILL ZEIDERS
DIRECTOR, SOCIAL MEDIA AND MARKETING
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



ADDRESS

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WEBSITE: www.pab.org

FACEBOOK AND TWITTER

facebook.com/pabroadcasting

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