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ANNUAL
REPORT



SUPPORTING THE NEEDS OF THE PA BROADCAST COMMUNITY



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, our local broadcasters continue to earn the respect of listeners and viewers. Local radio and television programming is the most trusted community service of all media.

The PAB Board of Directors recognizes the need to increase the perceived value of the state trade association to member stations. Daily PAB Alerts help keep station managers and staff up to date on regulatory and industry issues. Through the National Association of Broadcasters and our legal counsel, the PAB monitors federal and state policy and FCC regulatory affairs. We maintain strong support from our members of congress on issues of keeping AM radio in cars and rejecting the annual quest for a new local radio music tax.

In 2024, implementing and continuing strategies for talent acquisition and staffing remains the clear focus for the Board of Directors. The paid internship program is our most successful initiative in decades. Stations can entice secondary and college students to careers in broadcasting by offering real time experience at member stations paid for by the PAB. Attending the annual Mid Atlantic Media and Broadcast Convention in Columbus Ohio for Pennsylvania broadcast engineers and IT specialists continues for member stations with financial support provided by the PAB.

The PAB continued to air social media promos on Facebook, Youtube, Instagram and LinkedIn promoting careers in the broadcast industry. 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 PAB BroadcastNow PA initiative, administered by our partners at EMediaWorks.

The PAB Board of Directors and staff strive to offer services to benefit our Pennsylvania radio and television stations. These programs are over \$10,000 in annual value-a significant return for annual dues that have not been increased in decades. Follow PAB on social media and look for our newsletter, The Frequency, to keep informed on all matters PAB and state and federal issues.



All the best - Joe

JOE CONTI

PENNSYLVANIA
ASSOCIATION
OF BROADCASTERS
PRESIDENT

PAB MEMBER STATION ANNUAL VALUE

OVER \$10,000

PAB Internship Program	\$2700 per intern
RAB Leadership Masterclass	\$1500 per person
PAB Annual Sales Seminar	\$1000 per participant
State and Federal Legal Hotline	\$750
PI Plus Advanced Training Program	\$700 per person
Midwest Broadcast & Technology Conference	\$500 per engineer
Livestreamed Webinars	\$500 value
ABIP - Alternative Broadcast Inspection Program	\$500
Harrisburg and Washington, D.C. Lobbying	\$500
RAB sales training and Certification	\$350
PI 10 Minute Trainer Network	\$250 per person
Broadcast Career On-air and Social Media Promos	\$500
SBE Member Plus Annual Dues	\$175
PAB Important Alerts and FCC Reminders	Priceless!

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

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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.

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 Knauer, LLP for federal issues, and Ballard Spahr, LLP for state issues.

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 2024 included:



PAB SUPPORTS MEMBER STATION ATTENDEES AT MIDWEST BROADCAST & MULTIMEDIA TECHNOLOGY CONFERENCE

In October, the PAB partnered with state broadcasting associations from Ohio, Indiana, Kentucky and Michigan to present the Midwest Broadcast & Multimedia Technology Conference. This annual event brings together broadcast engineers, IT and multimedia professionals to learn, explore and connect around educational sessions led by industry experts, as well as an exhibit hall featuring the latest equipment and technology. The event was held at the Greater Columbus Convention Center in downtown Columbus, OH, and the PAB was proud to support the attendance of 18 individuals representing member stations. The PAB provides a \$500 stipend per participant for the annual event, more than enough to cover modest registration fees and a two-night stay.

For more information on this member benefit, contact Gail Ponti.



PAB AWARDS FOR EXCELLENCE IN BROADCASTING



In April, members of the Pennsylvania broadcast community came together in downtown Harrisburg for the highly anticipated annual 2024 PAB Awards for Excellence in Broadcasting. At the luncheon, station staff and on-air personalities from stations and markets of all sizes across the commonwealth were honored for their contributions to local communities.

“This annual event gives us an opportunity to recognize the outstanding staff and on-air talent of our member stations,”

said Joe Conti, President of the PAB.

After receiving a whopping 465 entries across 20 categories, PAB presented 99 awards to 48 different stations and broadcast groups.



PAB AWARDS FOR EXCELLENCE IN BROADCASTING

In addition to station awards, PAB presented Broadcaster of the Year and Hall of Fame Awards to several notable staples of the local community. **Denise Nakano**, midday anchor for KYW Newsradio, 103.9 FM and 1060 AM, was awarded Radio Broadcaster of the Year, and **Jessica Kartalija**, news anchor for CBS News Philadelphia, was awarded Television Broadcaster of the Year.



Denise Nakano



Jessica Kartalija



Keith Blaisdell



Chris Shovlin

Further, PAB inducted **Keith Blaisdell**, Chief Engineer for abc27-WHTM Television in Harrisburg, into the TV Hall of Fame, and **Chris Shovlin**, commentator for the Robert Morris University Colonials Basketball Team, into the Radio Hall of Fame.



For the second year, the Awards featured **Broadcast Now PA**, a program segment dedicated to recognizing broadcasting excellence at the high school level. This year, PAB presented Overall Outstanding Video to Penn Trafford High School and WTAE.



THE ECONOMIC IMPACT OF PENNSYLVANIA BROADCASTERS

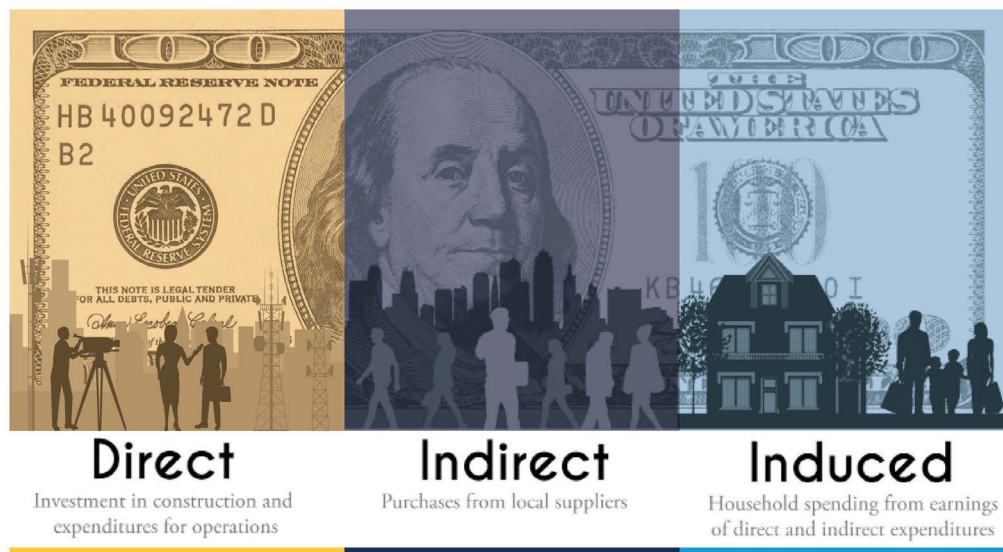
UPDATED 2024

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 Philips, 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

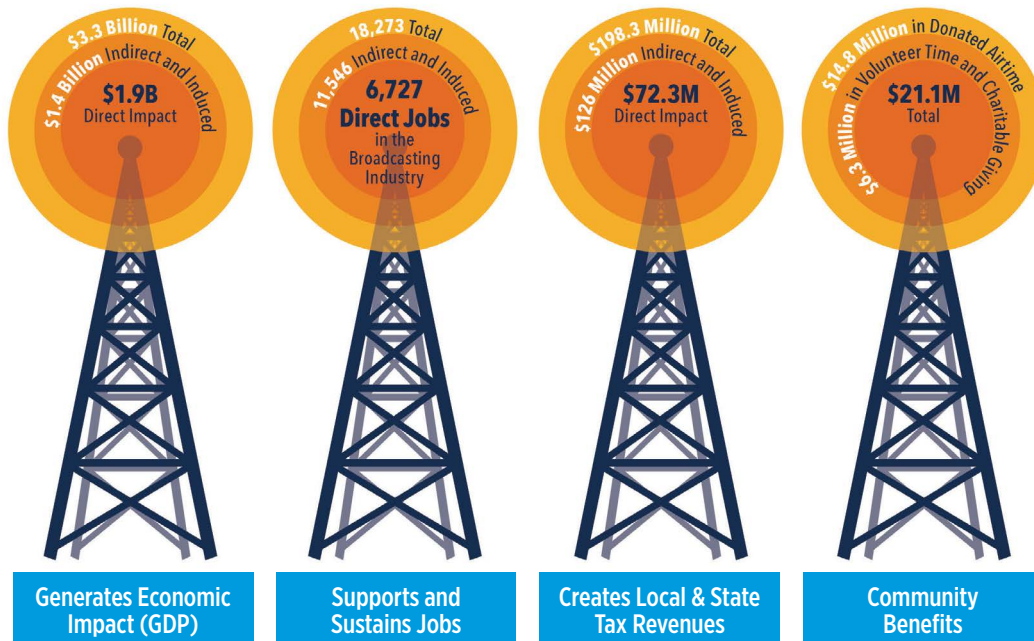
METHODOLOGY:
IMPLAN

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

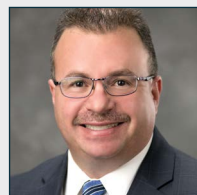
	EMPLOYMENT IMPACT (JOBS)	LABOR INCOME	VALUE ADDED (GDP)	OUTPUT
DIRECT	3,440	\$1,357,095,653	\$1,422,766,685	\$1,449,504,000
INDIRECT	882	\$172,340,124	\$198,094,570	\$264,774,356
INDUCED	7,469	\$469,995,897	\$786,202,285	\$1,330,987,251
TOTAL	11,791	\$1,999,431,674	\$2,407,063,540	\$3,045,265,607

For the full economic Impact study, please visit the PAB Website:
<https://pab.org/wp-content/uploads/2024/06/PAB-Economic-impact-24.pdf>

PAB BOARD OF DIRECTORS: 2024



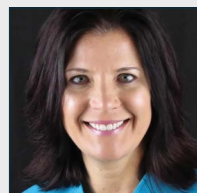
CHAIRMAN OF THE JOINT BOARD
CHARLES WOLFERTZ
PRESIDENT/GM
WTAE-TV



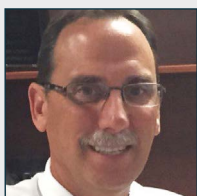
CHAIRMAN - TELEVISION
PHIL DUBROW
VP/GM
WTAJ-TV



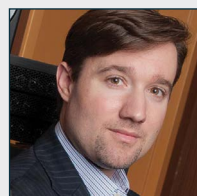
CHAIRMAN - RADIO
MIKE SHERRY
VICE PRESIDENT OF SALES
FOREVER MEDIA, INC.



SECRETARY
BOBBI CASTELLUCCI
MARKET MANAGER/GM
SEVEN MOUNTAINS MEDIA, ALTOONA

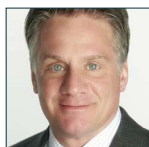


TREASURER
RICH COOK
GM - 2027
WPGH/WPMY-TV



PAST CHAIRMAN
VINCE BENEDETTO
OWNER
BOLD GOLD MEDIA GROUP

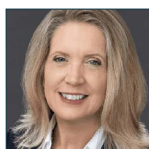
TELEVISION DIRECTORS



DENNIS BIANCHI
PRESIDENT/GM
WTFX-TV



JON CADMAN
GM
WOLF/WQMY-TV



CINDY DELUCA
PRESIDENT/GM
WGAL-TV



JULIE EISENMAN
PRESIDENT/GM
KDKA-TV



BARRY FISHER
PRESIDENT/GM
WFMZ-TV



KELLY FRANK
PRESIDENT & GENERAL MANAGER
CBS PHILADELPHIA



KEVIN HAYES
PRESIDENT/GM
WPXI-TV



BERNIE PRAZENICA
PRESIDENT/GM
WPVI-TV



JASON WILDENSTEIN
VP/GM
WHP-TV

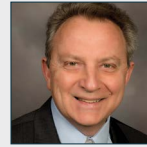


CHRIS TOPF
VP/GM
WPMT FOX 43 TV

RADIO DIRECTORS



MARK BERTIG
VP/GM
RENDA BROADCASTING



DAVE DAVIES
MARKET MANAGER/GM
FOREVER MEDIA INC. YORK



DONALD FREDEEN
PRESIDENT
WESB/WBRR



RON GIOVANNIELLO
REGIONAL VP
CUMULUS MEDIA PENNSYLVANIA



JIM LOFTUS
COO
SEVEN MOUNTAINS MEDIA



BRIAN MROZIAK
GM
WMBS RADIO



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



DAVID YADGAROFF, SR.
VP & MARKET MANAGER
AUDACY PHILADELPHIA

AT-LARGE DIRECTORS

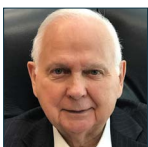


LLOYD BUCHER
VP/GM
WPHL-17



MATT LIGHTNER
PRESIDENT
LIGHTNER COMMUNICATIONS

DIRECTORS EMERITUS



JERRY LEE
SPOT Q SERVICES
INC.



FRED YOUNG
HEARST TELEVISION -
RETIRED



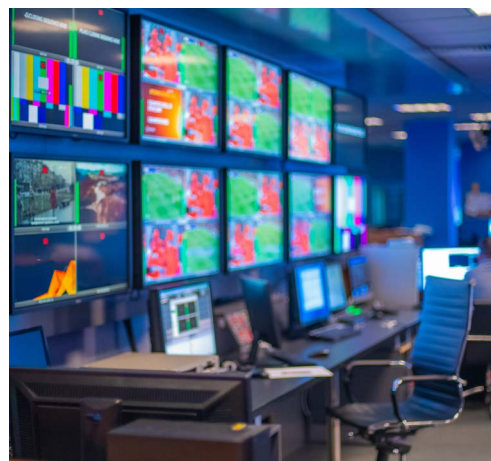
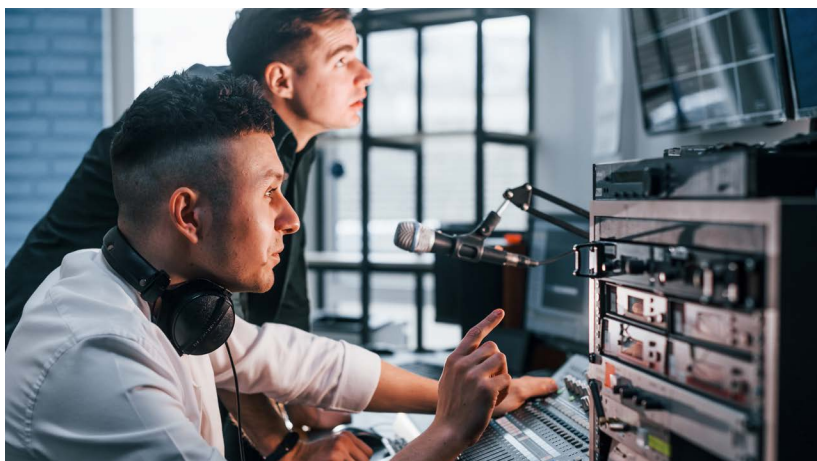
DAN SPEARS,
VP, INDUSTRY RELATIONS
BMI

ASSOCIATE DIRECTOR

2024 PAB BROADCAST INTERNSHIP REIMBURSEMENT PROGRAM

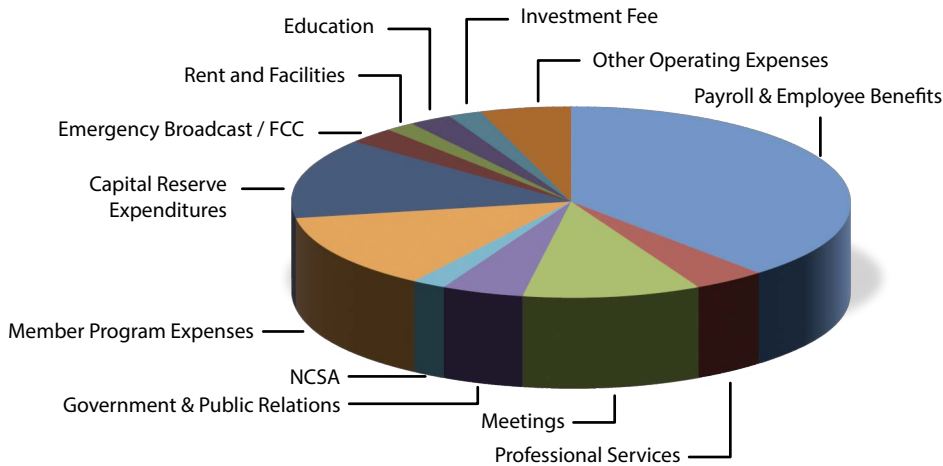


This benefit for PAB Members who participate in the PEP/NCSA Program is designed to assist stations in hiring interns by reimbursing them for 180 hours at \$15.00 per hour (\$2,700). Interns are required to be exposed to all areas of broadcasting, including sales, community relations, news, and IT/engineering. At the end of their internship, interns must submit a 500 word summary entitled “My (station call letters) Broadcast Internship Experience.” Exposing interns to all facets of broadcasting not only helps stations, but grows the pool of the next generation of broadcast professionals, from on-screen talent, technical staff, reporters and more. The program is an investment in the future of PA broadcasting.



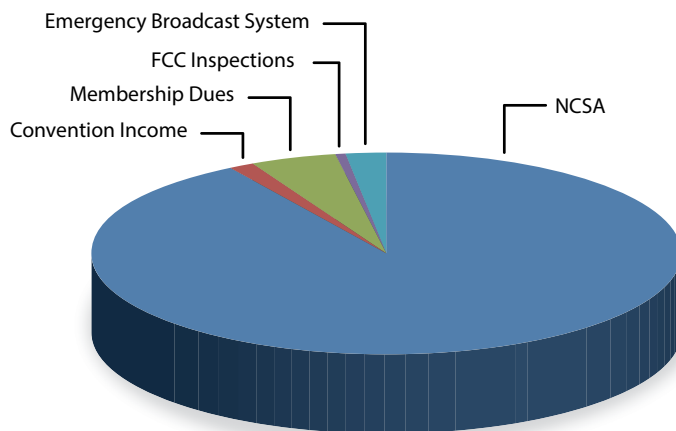
FINANCIALS 2024

EXPENSES



Payroll & Employee Benefits	38.59%
Professional Services	4.068%
Meetings (Convention & Awards)	10.27%
Government & Public Relations	4.76%
NCSA	1.91%
Member Program Expenses	12.77%
Capital Reserve Expenditures	13.54%
Emergency Broadcast & FCC Inspections	2.72%
Rent and Facilities	1.90%
Education	2.30%
Investment Fee	1.98%
Food & Beverage	0.01%
Other Operating Expenses	5.18%

REVENUE



NCSA	87.19%
Convention Income	2.95%
Membership Dues	5.88%
FCC Inspections	0.48%
Emergency Broadcast System	3.50%



ADDRESS

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

PHONE: 717-482-4820

WEBSITE: www.pab.org



@pabbroadcasting



@pabbroadcasting



Pennsylvania Association
of Broadcasters



@PABroadcasters