

Michigan Association of Broadcasters
Annual Business Meeting
August 12, 2025
Park Place Hotel, Traverse City, Michigan

Call to Order

Chair Shannone Dunlap called the meeting to order at 10:39 a.m.

Roll Call of Officers

See attendance file.

Acceptance of Antitrust Compliance Policy

Chair Dunlap asked all those in attendance to raise their hands to acknowledge the Antitrust Compliance Policy.

Agenda

Chair Dunlap noted a change of agenda. Kim Krause was unable to attend the meeting so she will present item six, the Membership Report. Julie Koehn motioned to approve the agenda for the 2025 Annual Business Meeting, with the noted update, with support from Mark Jaycox. Zero opposed. **Motion carried.**

2024 Annual Business Meeting Minutes

Rob Davidek motioned to accept the meeting minutes from the August 2024 Annual Business Meeting as presented with support from Caleb Gordon. Zero opposed. **Motion carried.**

Treasurer's Report

Treasurer Rob Davidek reported that MAB closed out 2024 in line with budget with total revenue for 2024 totaling \$1,840,702. The NCSA/PEP program made up 87% of total revenue and the continued success of this program is directly related to the generosity and support of member stations, donating unsold inventory. Membership dues again increased slightly, still making up 3% of total revenue.

Total revenue included activity of the MAB's wholly owned subsidiaries, the MAB Foundation, The Michigan Broadcasters Service Corporation, and the Michigan Broadcast Media Association, LLC.

MAB and its subsidiaries had a net income of \$98 and ended the year with total net assets of \$5,430,585.

The Outlook for 2025 looks favorable. Revenue is higher than budgeted for the first half of the year - up nearly 10% over budget. In addition, Other Income includes an engineering grant first installment of over \$400,000 that MAB is using to update EAS systems in Michigan. As of June 30, 2025, the net income is \$341,022. The board continues to monitor and analyze MAB's revenue, operating expenses, and capital expenditures while safeguarding the organization's equity to ensure proper stewardship and decision making.

Mark Lockwitz from Maner Costerisan presented the 2024 audit. The MAB and affiliates received a clean opinion. The financial standing of the organization is quite well.

Debbie Petersmark motioned to receive the Treasurer's Report and 2024 Audit Report as presented with support from Mark Jaycox. Zero opposed. **Motion carried.**

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Membership Report

Chair Shannone Dunlap presented the Membership Report.

The MAB has 271 individual commercial radio and television stations as members across the Great Lakes state. MAB members' dues income is \$44,094.05. In addition, the MAB has 60 associate members that result in \$7,876.66 of income.

Total 2025 MAB dues income is \$51,970.7. Members pay dues required by the IRS to allow the MB to qualify as a 501-C6 nonprofit trade association. An annual 3% increase in member dues was established in 2022 to contribute towards advocacy efforts and member benefits. MAB members donate airtime to the association to provide membership benefits and maintain reasonable dues. The MAB provides the donated airtime to nonprofit organizations and government agencies to promote their issue statewide and provide in kind match funds for their grants

Rick Rhoades motioned to receive the Membership report with support from Peter Tanz. Zero opposed. **Motion carried.**

Report on the MAB Foundation

Mark Jaycox reported that the Foundation awarded \$32,500 in scholarships bringing the total cumulative giving to \$532,500 in scholarships over the last 29 years.

The Great Lakes Broadcast & Sports Media Academy returned to Ford Field and welcomed over 1,000 students and professionals to Detroit to network and learn about the industry. It has become the benchmark for student media events across the country.

Additional initiatives include the Michigan Student Broadcast Awards, Media Career Fairs, Internship Reimbursement Program, and school visits.

Mark Jaycox asked the new officers elected to be recognized by calling their names:

Jason Springer will assume the position as Chair

Carly of Priority Health will serve as Vice Chair

Glen Okonoski of Ferris State University will serve as Secretary/Treasurer

Mark Jaycox thanked Caleb Gordon for his years of service to the Foundation Board and presented him with a gift.

Mark Jaycox then called Jason Springer to the stage to pass the gavel.

Jason Springer gave a few words about identifying new, creative initiatives to help support the MAB Foundation's goals of educating students and young professionals. He reminded the MAB Membership of the 100% donation match supported by the MAB in 2025 and asked members to consider donating to the MAB Foundation.

Nominations Committee Report & Elections

Immediate Past Chair Debbie Petersmark thanked the outgoing Board members for their service: Julie Brinks, Nexstar Media Group, Grand Rapids; Greg Easterly of FOX Television Stations, Detroit; Wendy Hart, WGHN, Inc., Grand Haven; Jennifer Theodore, Up North Radio, Traverse City; and Amador Velasquez, Graham Media Group, Detroit.

The following board members are suggested to serve a second three-year term:

Rick Rhoades, Gray Media, Marquette

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The following board members are suggested to serve their first three-year term:

Chris Cornelius, Morgan Murphy media, Northern Michigan
Kevin Dunaway, Sinclair Broadcast Group, Flint
Bob Ellis, Graham Media, Detroit
Cody Welling, Cumulus Media, Flint/Saginaw

Associate Board Members:

The following associate members are suggested to serve on an annual basis to provide guidance and input to the board as representatives of the broadcasting industry. Associate board members abstain from voting during board meetings.

Rob David, Handyman Productions
Zach Huffman, Hyvion
Robin Kinnie, Audio Engineers of Detroit
Tony Lamerato, Scripps Sports

Debbie Petersmark motioned to approve the slate of directors for nomination with support from Julie Kowhn. Chair Dunlap asked for additional nominations; however, none were heard, therefore a unanimous ballot for the slate was presented. Zero opposed. **Motion carried.**

President's Report

Before beginning, President Jones asked for a moment of silence in remembrance of former MAB employee Tom Hahn.

A full report of the year's accomplishments is in the annual program. President Jones shared advocacy efforts over the past year that include the statewide redundant EAS project. To date, 19 new satellite receivers have been installed at local primary stations. Other advocacy efforts include meetings with lawmakers in Washington D.C. and Lansing, and the Association's annual Capitol Day. A new Legislative Committee has been formed to ensure the MAB remains a strong, proactive Association.

President Jones then reported on training and networking efforts including a Small Market Radio Summit in Mount Pleasant, and Sales Seminars in Lansing and Marquette. Additional training includes the monthly 3rd Thursday Webinar Series that is planned and hosted by the MAB and sold as member benefits to other state broadcast associations. Beer & Bull, The Michigan Broadcast Engineering Conference, and Broadcast Excellence Awards Gala are other events offered by the MAB that increase member engagement, offer networking opportunities, and allow stations to celebrate their work.

Additional accomplishments over the last year, in partnership with the MAB Foundation, include the Michigan Student Broadcast Awards, Great Lakes Broadcast & Sports Media Academy, Scholarships, the Be There Campaign, and the Internship Support Program.

New initiatives in 2024/2025 included an election preparation webinar to help journalists cover elections responsibly and the first-ever Local News Crisis Summit which put philanthropists, business leaders, and media executives in the same room to face the urgent truth about the sustainability of local journalism.

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Government Relations Report

Rob Elhenicky of Kelley-Cawthorne shared details on what to expect for the upcoming year.

Adjournment

Chair Dunlap asked for a motion to adjourn the meeting. Rob Davidek motioned to adjourn with support from Mark Jaycox. Zero opposed. **Motion carried.**

The Annual Business Meeting was adjourned at 11:27 a.m.

Respectfully submitted,

Casey Jones, President/CEO
Michigan Association of Broadcasters

Transcribing: Rachel Krause