

ARKANSAS BROADCASTERS ASSOCIATION JOB DESCRIPTION

The ABA Executive Director works closely with the elected Officers and Directors of the ABA to further the goals of the Association. Duties and responsibilities generally fall into several broad categories:

ADMINISTRATIVE DUTIES

- Manage the ABA main office in Little Rock including, most importantly, management and supervision of other ABA employees, but also management of the physical location, capital expenditures, improvements, computer upgrades, etc. Duties cover all those associated with running a business office, and necessary with respect to the ABA.
- Development of a budget, maintaining budget discipline over expenses, oversight duties, tax matters, etc.
- Planning of Board of Director's meetings with assistance of officers and Executive Committee of Board.
- Planning and implementation of the ABA-FCC self-inspection ABIP program.
- Planning of annual conventions and special events.
- Planning and development of membership retention.
- Responsibilities associated with solicitation and implementation of the ABA NCSA Programs are of vital importance. The ABA is dependent on NCSA revenues. Duties and responsibilities include locating potential NCSA grants/programs; contact relevant individuals and organizations; development of a plan for each, follow up for Board approval of possible NCSA grants/programs; "closing the deal" with the NCS organization, develop on-air copy; distribution of copy to ABA members; follow up for notarized affidavits of performance from stations, collection of funds, and monitoring of all activities. Public relations' duties with each NCSA organization are also very necessary.
- The Executive Director takes responsibility for the implementation of many matters and is on call 24/7 as necessary. As the ABA Office has few employees, the Executive Director is also expected to pitch in as necessary to accomplish required tasks and goals.
- Execute policies established by the Board of Directors and communicate those policies to Member TV and radio stations in a concise, efficient, and courteous manner.
- Represent ABA in public forums and other important public events.
- Undertaking other activities and tasks as directed by the Board or the President.

MEMBERSHIP DEVELOPMENT AND RETENTION

- Maintain listings and awareness of radio and TV stations (and ownership/management) throughout the State.
- Assist the Board in developing a strategy for membership solicitation.

- Implement Board approved strategic plans for membership solicitation and development.
- Maintain accurate listings of station members as well as their ownership/management.
- Respond to requests and questions from member stations as to member services, broadcast issues, governmental & compliance issues, and other subjects of interest.
- Develop ideas and plans for conventions and seminars (sales, copy writing, engineering, management etc.) which will be attractive to members and potential members.
- Communicate regularly with members via pertinent literature, monthly newsletters, special alerts, etc. as to broadcast/media subjects, FCC regulations/State actions, etc.
- Continue to develop the ABA's scholarship and internship programs.

GOVERNMENTAL AND REGULATORY AFFAIRS

- Keep the Officers, Board, and members up to date as to major regulatory, Legislative, and other governmental actions or plans which affect the broadcasters.
- Maintain contact with members of the Arkansas Congressional delegation in Washington D.C., educating and keeping them informed as to the Association's position on issues affecting broadcasting and businesses.
- Establish and maintain communications and a working relationship with the Governor, Lt. Governor, Attorney General, Secretary of State, Treasurer, Public Service Commission, and various key state Senators and Representatives from various districts.
- Maintain current information as to what is going on in Washington, D.C. and in Little Rock. This requires considerable contact with our Washington counsel, reading of trade journals, and communications with NAB Government Relations Office and in Little Rock with our Association lobbyists and PAC.
- Maintain contact with the FCC Field Office in New Orleans, including their office in programs as well as monitor response to complaints received by that FCC office.
- Maintaining compliance as a Trade Association under IRC 501(c)(6)" and "Acting as Registered Agent of the Company for the Arkansas Secretary of State.

CONVENTION AND SPECIAL EVENTS

- Develop, in conjunction with Officers/Directors, plans for conventions, special seminars, and programs dealing with topics of interest. Handle all details and logistics of location, facilities, and staffing for all such events. This entails long-range planning and constant attention to detail. Plan budgets for all such events.
- Solicit and follow up with Exhibitors and Sponsors for conventions to promote the convention and ensure revenue.

- Develop all printed material for events (programs, signs, newsletters, awards, exhibit hall materials, etc.).
- Contact speakers, develop ideas for and implement plans for entertainment for conventions with follow-up as necessary.
- Develop special invitation lists for certain convention programs and events.

The Executive Director helps ensure the industry is properly and accurately portrayed in newspapers, social media, and print media, and on air with radio and television stations by being available to provide information as to important broadcast issues. The Executive Director communicates and publicizes the tremendous public service of Arkansas Broadcasters (non-profit PSA's, fundraising for charity, or other public service work or airtime). Also, an important facet of the job is the protecting of the image and reputation of the ABA. The Executive Director must also be a dignified spokesperson for the broadcast industry and the ABA.

These duties are subject to negotiation between parties for incorporation into an employment agreement.