

# ARIZONA PUBLIC MEDIA®



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Senior Staff Meeting

Tuesday, October 18, 2011

Attendees: **Pat Callahan, Michael Chihak, Ann-Eve Cunningham, Frank Fregoso, Kimberly Heath, Susie Hernandez, Dana Horner, John Kelley, Ed Kesterson, Peter Michaels, Fran Sherlock, Wendy Erica Werden, Laura McKee**  
Absent: **Jack Gibson, Cheech Calenti**

## Susie Hernandez

- Susie is back from the Public Television Programmer's Association (PTPA) meetings where she serves as Vice-President of the Board.
- She moderated a 90 minute session featuring Michael Jones, the CFO of PBS and his two new hires: Donald Thoms and Beth Hoppe, the new VP's of Content. Donald was formerly with Discovery and before that PBS. He was the creator of the Independent Lens series. Beth was with cable and formerly with WNET. She was the Executive Producer of the House franchise— Frontier House, Colonial House, etc. Donald and Beth spoke about their programming strategies for the next few years. They will be under John Wilson.
- Susie was also invited to be on the POV editorial committee. The panel reviewed the upcoming POV schedule along with 30 or so submissions. The panel did a good job on vetting the shows and the schedule looks promising.
- Sandra Ward in Traffic Operations will be out of the office for approximately two more weeks. Lili is managing radio underwriting in her absence. Mike is managing TV underwriting.
- There is an opportunity for one of our producers to be the lead in for one of the PBS Arts films. Luis Carrion has been selected. His piece will air at 9:30 PM, leading into the Miami Ballet show on PBS HD Ch. 6 next Friday (Oct. 28<sup>th</sup>). An assembly or rough cut is due this Friday.

## Peter Michaels

- We are making good progress on the interviews for the Jan 8<sup>th</sup> documentary. We hope to have it complete by first week of November. We still have no final word on whether we will be able to interview Giffords and Kelly.

- Mark Duggan was in Flagstaff late last week putting together a series on observatories around Arizona for radio.
- Buzz and Andrea are working on a campaign finance figures piece.
- Norman Ornstein is here for a lecture tonight that we will video tape. He will also do two interviews with Michael.
- The General Assignment Reporter position interviews will be wrapped up this week. Peter has decided to focus that person on education as well as general assignment.
- Peter will discuss with Wendy Erica the promotion for political coverage.
- Peter will put together a sheet of election plans.
- We had 20 intern candidates at the fair last week.

### Michael Chihak

- The backside of our new website being worked on.
- PBS is coming up with a new Play PBS tool that we should be able to integrate fully into our current video on demand system or some new display of it so you do not have to leave our website to go to a PBS program.
- When we are at the point of the Play PBS system working, we will need to discuss branding.
- Newshour has offered us a live stream. Need to determine when, where, and how to do that. The best option per our tech team is to take it satellite and stream live every day when it comes in on the feed.
- We will begin the news training next week for Scampi and how reporters will contribute on a regular basis to the news website.
- Gisela will put up a web special on the January 8<sup>th</sup> documentary similar to what we did for the 9/11 anniversary where we called for people to tell their stories. However, for this documentary we are seeking stories about healing.
- The job for the Online Reporter/Editor position is within days of posting.
- Michael has done some interviews for interns for the spring semester at School of Journalism.

### Ed Kesterson

- We had some technical difficulties on the air over the weekend. The opera broadcast was cut off when playback stopped unexpectedly. There was a period of silence while our announcer recovered with the backup CD. In spite of a good track record of using the same setup for long operas, the engineers at AudioVault advised that we don't use that setup for long operas in the future.
- The regular Sunday night replay of This American Life was cut short due to a missing segment. More than a third of the program got hung up in the satellite delivery process. The file arrived incomplete and was not ingested into our automation. This also caused some crosstalk and sloppiness

Saturday afternoon getting into All Things Considered. Our equipment and staff was not at fault.

- We got our first delivery of data for the Summer Arbitron Survey last Friday. Typical for a summer book summer travel, interrupted school routines, and other seasonal factors usually show up one way or another. Even so, our NPR station is still up at number five in the market, with a number five morning drive and a number five PM drive. Both stations had nice gains in both cume and quarter hour over the summer of 2010.

### Wendy Erica Werden

- Interns – part of our deliverables in the strategic plan is to survey departments providing interns. Since Peter and Michael are actively recruiting interns, Wendy Erica will need to meet with them to discuss.
- Congratulations to everyone on the Emmy Awards. There was a news release and 3-D memo that went out to the community. UA News is doing a feature on us and TucsonCitizen.com did a feature as well. We are preparing email to all of our community partners.
- We have begun full force promotions to ready us for sweeps. One of our main focus points is promoting Hollywood at Home.
- We have created a new E-letter for just the science community, under the banner of Preview, to promote NOVA and Fabric of the Cosmos. It was sent to science contacts on campus and we received immediate positive responses. We asked department heads and our science contacts to forward the e-letter out to their colleagues. We also sent it to community groups like the Amateur Astronomy Club. Along with NOVA, the letter promoted the NPR science series and Nature. In the future we would like to create a separate opt-in list specifically for the science e-letter that will go out periodically.
- Our fee for service projects with the Center for Creative Photography continues. They accepted our bid for audio recording work which is a full day of audio recording that we will do for them. We are also assisting with the print development for their event at the CCP on Oct. 29th.
- Jill Bean had her baby yesterday (a boy), and will not be doing work for AZPM for a few weeks at least.

### Ann-Eve Cunningham

- We submitted two grants on Friday to same funder for Teachers Voices and Digital Learning Library.
- The next two grants going out are for the Mental Health reporter position.
- There is a conference call regarding the Masterpiece Trust that Ann-Eve will sit in on. Some stations are getting new major donors to fund this specific trust. More information is needed.
- We have an in-home event tomorrow afternoon.

### Frank Fregoso

- The antenna for TV will arrive on Thursday along with new FM antenna for radio. We hope to start installation on Saturday.
- Frank will prepare an announcement that we might be down during installation.
- Sierra Vista, NPR, classical and TV will be affected.

### Pat Callahan

- This month we launched our new renewal program consisting of: new logo; new revised copy for letter 2; expanded e-renewal reminder program beginning with Effort 1 – 4; and telemarketing for first year, on acquired members moved to the first notice from the 4<sup>th</sup> notice.
- Radio pledge is doing well, but we are behind last year as of this date: currently \$9,000 behind where we were last year at this point. Working hard to overcome that.

### Dana Horner

- We have written 23 contracts so far this month.
- We have had about a dozen applicants in so far for the Underwriting Consultant position. We will leave it open for a bit longer.
- Southwest Gas had committed to us for underwriting spots, but now has cancelled the last half of their schedule due to the lack of click-throughs in our Preview E-Newsletter.

### Fran Sherlock

- There will be cake for Jon Weigand after this meeting. Tomorrow is his last day.
- Fran will be down one editor for a while. Steve Bayless is taking over the main editing function of what Jon was doing and Anna and Fran will pick up some of his supervisory responsibilities.
- We are still researching the long encoding times.
- Our camera order for 6 cameras came back. There is another vendor the University wants to look at which will delay the order a little bit
- We are ready to go with the fly pack information.
- Fran needs to meet with Susie on programming.
- Fran met with the stakeholders on campus regarding writing the job descriptions for new UA Journal pilot which is to be done by the end of the year.

### Kimberly Heath

- Sent first draft of financials out to the auditors.
- Clarissa Gallego, Allison's replacement, started yesterday.
- The deadline for ABOR reports is approaching. However, Kimberly has three levels of review of the numbers before we can include them in the annual report package for ABOR.

John Kelley

- John has filed 10 FCC submissions for our EBS channels in Tucson and Sierra Vista. Only Casa Grande remains and it will be done soon.
- If you have not completed your employees' mid-term evaluations, they were due last week. You will have a copy of the evaluation with signatures and one copy for the employee. The copy with signatures will go to Terri Sweet for filing.
- Strategic planning updates are also due. Please email to Laura.
- The latest update on the remodel of the administration wing is that construction will be completed in two weeks.