

**ARIZONA PUBLIC MEDIA**  
**COMMUNITY ADVISORY BOARD**

Thursday, September 15, 2011  
UAF Foundation, Swede Johnson Rm. #205 12:00 – 1:30 p.m.

**MEETING MINUTES**

**CAB: Anne Maley, Chris Helms, Jim Murphy, James Allen, Kristin Almquist, Edith Auslander, Ron Bornstein, Bill Bowen, Jennifer Casteix, Karen Christensen, Nance Crosby, Florencia De Roussel, Michael Dunne, John Geiger, Jaime Gutierrez, Eugenia Hamilton, David Iaconis, Fred Johnson, Jim Jutry, Jan Leshar, Harold Paxton, Andrew Schorr, Cita Scott, Maricela Solis de Kester, George Steele, Cristie Street, Adrian Shelton**  
**Absent: Steve Alley, Martin Camacho, Pamela Doherty, John Fendenheim, Stephen Golden, Michelle Senner**  
**AZPM Staff: Jack Gibson, Ann-Eve Cunningham, Kimberly Heath, John Kelley, Laura McKee, Peter Michaels, Wendy Erica Werden**

- I. Welcome, Call to Order and Introductions  
The meeting was called to order at 12:45 p.m. and the new members were introduced: James Allen, Harold Paxton, and Andrew Schorr.
  
- II. Fall Season Preview Video  
Jack Gibson introduced and played the Fall Season preview video.
  
- III. Consent Agenda Items
  - Minutes from the May 5, 2011 CAB meeting and the June 16, 2011 Executive Committee Meeting: George Steele moved to approve the minutes; Bill Bowen seconded the motion. There were no objections. The minutes for the 5/5/11 CAB meeting and the 6/16/11 Executive Committee meeting were approved.
  
- IV. Committee Reports
  - Branding Committee: Ron Bornstein
    - AZPM is working towards an October date for the transition of the logo. AZPM will remove the call letters from the station IDs beginning January in favor of PBS-HD Channel 6, NPR 89.1, and Classical 90.5, followed visually or aurally by “Arizona Public Media”.
    - On November 1<sup>st</sup>, CreateTV will become ReadyTV.
    - *Hollywood at Home* launches Saturday, 9/24 at 9:00 p.m.
  
  - Development Committee: Ann-Eve Cunningham
    - Changes to the Development Committee include a new leadership team: Edie Auslander, Pamela Doherty, Darlene Burgess, Jack Gibson, and Ann-Eve Cunningham. The entire CAB will be part of the committee.

- CAB members will handle assigned donor stewardship identified by Ann-Eve Cunningham. Each CAB member will get 10 donor names.
- Events update: 6 events have been held to date; 5 more are set for this calendar year.
- Last major change in Board giving is that this year all gifts count towards your Board gift. They will no longer be separated by membership, Board gifts, pledges, etc.

Financial Information Committee: David Iaconis

- Numbers based on pre-audit actual.
- Major gifts, planned gifts, underwriting, capital grants are all down.
- Expenses are down 10.5% from budget amount and also down 4.6% from prior year.
- The decision was made to hold off on renovations to the master studio for radio production as well as the Audio Vault system in order to delay major expense.
- Budgeted revenue was reviewed; both AZPM staff and board members will work to meet budgeted goals.

Strategic Planning: Eugenia Hamilton

- Disaster planning updates
- Three major disaster response scenarios will be addressed.
- Alert system has been acquired similar to the UA alert system. It is to be deployed prior to next CAB meeting.
- There was a strategic planning committee meeting just prior to this CAB meeting. The status of the strategic plan was covered. We are two-thirds of the way through the period the action plan was to cover.
- AZPM staff is putting together information on progress metrics to see if the actions that have been taken are yielding the results expected.
- Early next year the committee will begin putting together an agenda for a Board retreat. It will be a half day retreat, held in February in order to have a report back in March.
- Leadership succession planning for senior managers to cover internal leadership development; emergency backup for unexpected absences and transitions; and advance planning for anticipated departures.
- Cultural Assessment survey has been administered to the entire staff. We are asking the culture committee to come back with specific actions.

V. Old Business

- Chris Helms introduced Jaime Gutierrez, the new VP for External Relations.

VI. New Business

- Departing CAB member, Adrian Shelton, was recognized.

- Stephen MacCarthy Resolution was discussed. Jim Murphy made a motion to approve; Ron Bornstein seconded the motion. There were no objections therefore the Resolution passed.
- AZPM Editorial Standards and Policies: Each member of the AZPM staff signed off on a separate document on activities they can and cannot be involved in while a journalist for AZPM. This one is the public general statement policy document and will live on the website for viewing. CAB is to consider the document. No questions were presented. Ron Bornstein moved to approve; Dave Iaconis seconded the motion. There were no objections the policy. The policy was endorsed.
- Bruce Fohr, from FMR Associates, was not yet present so the meeting continued with the Management Report.

## VII. Management Report

- FY'11 Annual Report was discussed. Copies were at all place settings.

### Audience & Content Development

- July TV sweeps were very good. Primetime +9% (88.1% better than national average); ranked #1 nationally.
- We have a strong schedule and strong viewing frequencies.
- Gross Rating Points (GRP) for the whole week are +19% which is 40.3% better than the national average.
- CreateTV whole week GRP's +77%; primetime +93% over July of 2010.
- PBS Kids primetime cume +100% (unduplicated audience).
- Facebook +53% from FY'10.
- Twitter @azpmnews has nearly 2200 followers, +22.5% since May.
- Political Buzz went public in mid-August and had 950 page views for the month.
- Most popular features of website are the TV and radio schedules.
- Arizona Illustrated Political Roundtable begins Friday, 9/16 with Jim Nintzel as the host. It will run Fridays at 6:30 p.m. Monday – Thursday will continue as is.
- In-production projects include Navajo Solar; Political Forums; UA Journal; Jan. 8<sup>th</sup> Anniversary; and Wild Arizona.

### Financial responsibility & Sustainability:

- Underwriting contracts +38% over FY'11; average contract value for FY'11 +14%.
- Membership: number of members +4% from FY'10; net revenue +2.6% from FY'10; membership cash actual FY'10 vs. actual FY'11 +9.6%; return on investment +12.3% from FY'10.
- Major gifts: Target analytics investment; to identify wealth indicators for bulk of member files and target prospects within our current donor base.

#### Developing our People & Culture:

- Administration remodel almost complete; Jack Gibson and Laura McKee will work at MLB 3x per week and Harvill 2x per week.
- Several construction projects are in the planning stages.
- Staff performance standards and evaluation processes is complete.
- October 1 midpoint evaluations for all staff will be concluded.
- Staff/volunteer surveys are complete.

#### Strategic Partnerships:

- Jennifer Casteix has been selected as the new leadership for the Community Engagement Committee. The committee will meet soon to determine goals.
- Upcoming events include StoryTime events with the UA Bookstore & PBS Characters and the Hispanic Alumni Dinner.
- We have new revenue generating partnerships this year as well as new contest generating partnerships.

#### Developing Best Use of Technology:

- Antenna on Mt. Bigelow replacement is underway. The KUAT FM antenna will be addressed while working on the tower.
- Financial software product is running a little behind schedule due to UA advancing their accounting software.

#### Production Opportunity:

- A potential production opportunity was discussed.

#### Presentation of Public Image Study Result: Bruce Fohr

- Bruce ran through all of the results of the extensive public image study FMR Associates conducted on behalf of AZPM. The full presentation is available for viewing by contacting Wendy Erica Werden. The results will also be made available for viewing online on the CAB private website.

#### VIII. Other Business

- CAB news website.
- CAB Committee assignments are located in the book provided.
- Everyone was asked to complete their meeting evaluation forms.
- No other business from the floor.
- The next CAB meeting is November 17, 2011 at the UA Foundation Annex, 1125 N. Vine Street.

#### IX. Adjourn

Jim Murphy, *Secretary*